

**First Coast Workforce Development, Inc. (dba CareerSource Northeast Florida)  
Full Board Meeting  
October 24, 2019**

Chair Elaine Johnson called the CareerSource Northeast Florida Full Board Meeting to order on Thursday, October 24, 2019 at 9:30 a.m., at the University of North Florida, Adam W. Herbert University Center, 12000 Alumni Drive, Room 1058-1, Jacksonville. Roll call taken and a quorum established.

Board members in attendance:

- Baker: Clay Lyons
- Clay: Paul Cummins
- Duval: Elaine Johnson  
Jake Schickel  
Michael Templeton
- Nassau: Vacant
- Putnam: Wayne McClain
- St. Johns: Eda Edgerton
- Regional: Darryl Register  
Dan Vohs  
Tim Hinson  
Berneitha McNair  
Lucia Valdivia-Sanchez

Excused/Absent: Dr. Joe Pickens and Kirk Barras

Staff: Bruce Ferguson, Candace Moody, Cheryl Taylor, Jay Loy, Steven Dionisio, Dianna Davis, Joel Hickox, Cindy Wadsworth, Sonya Speights, Melissa Terbrueggen, Steve Hybarger, Diane Nevison

Others: Anna Lebesch (JAXUSA), Julie Hindall (JAXUSA), Joann Manning (Jax Job Corps), Kelly Barrera (St. Johns County School District), Edythe Abdullah (UNF), Brennan Asplen (Deputy Director of Academic and Student Services - St. Johns County School District), Elizabeth Anderson (Duval County School Board), Dr. Linda Woodard (LDW Group LLC), Jynelle Robinson (Florida Department of Corrections), Fay (Florida Department of Corrections), Katie Maltby (St. Johns County School District), Carrie Dopson (Baker County School District), Angie White (Vocational Rehabilitation), and others.

**Public Comment:** Kelly Barrera, St. John's County School District, announced an entrepreneurial event, "Branded", will be held October 25<sup>th</sup> in downtown St. Augustine. Keynote speaker, Craig Dickson, will focus on the entrepreneurial mindset. All are welcome. Kelly also introduced Dr. Brennan Asplen, Chief Officer of Academic Services, St. John's County School District, and Elizabeth Anderson, a colleague of Kelly's and Duval County school board member.

**\*Action Items**

**Approval of July 25, 2019 Full Board Minutes**

**Motion by Wayne McClain and seconded by Darryl Register to move approval the July 25, 2019 meeting minutes as written; motion carried unanimously.**

**Program**

**Florida Department of Corrections Partnership – Jynelle Robinson, Florida DOC**

Ms. Jynelle Robinson, Project Lead for the Adult Reentry and Employment Strategic Planning Program with the Florida Department of Corrections (FDOC) presented an overview on the program. Grant funding has been received to develop a comprehensive data driven strategic plan (deadline September 30, 2020) to reduce recidivism, improve public safety, and improve employment possibilities for those returning from incarceration. Four Florida counties (Leon, Gadsden, Baker and Duval) and four facilities (Baker Correctional Institution, Baker Reentry, Gadsden Correctional Facility, and Gadsden Reentry) will participate and, if successful, offered a DOJ implementation grant up to \$1 million to start the strategic plan.

For reentry (employment) to be successful barriers must be overcome, i.e., unemployment, financial obligations (fines and fees), housing restrictions, substance abuse, mental health issues, strained family relations, and many formerly incarcerated lack job skills and soft skills. Due to significant budget cuts to programs/organizations that assist these individuals, new ways to resolve these issues must be identified.

Higher education and training is needed to provide good jobs to young workers (40% of incarcerated individuals have a GED or high school education). Targeted occupations and educational training requirements have been identified for those four counties. Code 3–PSAV (post-secondary adult vocational) certificate; Code 4–Community College Credit/degree; Code 5–Bachelor’s Degree. Employers are having difficulties finding skilled workers to fill vacant positions, and the largest labor pool is returning citizens! If they do not go to work, it becomes everyone’s problem affecting our neighborhoods, security and economy. Industry and regional workforce boards need to be engaged to help with job training, soft skills training, training accounts, and training dollars. (There are barriers in accessing WIOA funds for returning citizens. Federal dollars cannot be used to provide training while incarcerated). A joint state waiver is needed (Department of Corrections, DEO and CSNEFL); it will have more impact.

The DOJ strategic plan must address the most challenging individuals and how we are going to address them. The risk of recidivism needs to be determined looking at statutory/regulatory rules, best practices, and barriers to employment. House Bill 7125 addresses statutory regulatory rules, i.e., improving the threshold for felony theft from \$300 to \$500 and waiving fines/fees until they have been employed 6 months.

There are five mandatory elements of the strategic planning process: 1) Establish a cross-disciplinary Executive Level Steering Committee to guide the strategic planning process, identify and address policy, and align funding to support best practices (Cheryl Taylor sits on this committee); 2) Establish cross-disciplinary work group (criminal justice, corrections, parole, probations, reentry service providers, state and local workforce investment boards, employment and training providers, community colleges and employers) to look at processes, identify issues, gaps in services and funding barriers. 3) Complete a comprehensive process analysis and systems mapping in each targeted region. Information sharing allows us to inform communities who is coming back to their areas, what their specific needs are, if they have substance abuse, family reunification, housing, how many are

sex offenders, how many are violent, etc. 4) Create an Industry Advisory Group of Employers. Local WFB's and industry advisory boards can inform us on growth industries in the regions and barriers to employment. Identify and develop job-training programs and industry-recognized credentials that align with growth industries hiring needs. 5) Develop a strategic plan for integrated best practices (blend of WFD, Reentry and Correction strategies) to build capacity and establish new correctional and community based education and employment programs aimed to reduce recidivism and improve employment outcomes among those likely to recidivate.

Florida was selected to do the strategic plan because it is the third most populous state, fifth fastest growing state, 36% is rural, and the Florida Department of Corrections is the third largest in the country. A successful reentry program in Florida would be a replicable model. Your help is needed to resolve this problem. Thank you.

Question: What group determines the skills and soft skills training done in the corrections system? The Department of Corrections. Growth industries and industry recognized certifications that would make them successful are looked at and funds provided by the legislature allocated per prison.

Question: What is the current reentry program? Community-based organizations providing services to those citizens (mental health services, substance abuse services, housing services, skills training services, job training services, family reunification services, counseling). Question: Is there an umbrella company over those community organizations? For some, yes. Lutheran Social Services is the umbrella organization over mental health and substance abuse.

Question: What is the Duval/Baker Re-entry Program? They are reentry portals while inmates are in transition between prison and release. CSNEFL provides monthly soft skills and resume writing classes and community partners regularly provide supportive services (mental health, job readiness, housing).

Question: Have other states developed a strategic planning program or are we reinventing the wheel? We are not reinventing the wheel. The integrated reentry strategies we use were piloted in Palm Beach County and Wisconsin and found to be successful by the Department of Justice; 11 states were selected to write the strategic plan, one of which is Florida.

Question: Are the restricted funds used to train incarcerated inmates at the Baker County Reentry Center done at the prison or reentry level? The reentry level (preferable place to engage). DOJ recommends it is done prerelease (6-36 months). Reentry starts the day they enter prison. The earlier the program starts the better.

Question: How long are inmates at JREC and the Baker facilities and how long do you work with them at those facilities? It varies. Some inmates at the Baker Correctional facility have been there 10+ years and the process starts at about 9 months. Inmates at the Baker Reentry center have less time for release. We are just starting to map the JREC process and are not sure of that answer.

Comment: Employers who hire ex-offenders do not want it known they do that and it would be helpful if WFB's can educate them about not seeing that as a stigma.

Comment: To reiterate what was highlighted...industrial manufacturing companies looking for workers...technical skills are valuable and important but social skills are required!

The Chair stated the Board has talked about this topic previously and looks forward to continuing this conversation, understanding how it is progressing and being a supportive Board.

**Current Labor Market Trends in Northeast Florida – Adrienne Johnston, Chief, Bureau of Workforce Statistics & Economic Research, DEO**

Adrienne Johnston, Bureau Chief, of Workforce Statistics and Economic Research Bureau with the FLDEO, gave an overview on the current economic and workforce trends in Northeast Florida. The Bureau produces, analyzes and delivers labor statistics to improve economic decision-making. To accomplish this, employment data is collected through a combination of Florida employer surveys, modeling and administrative records. Recent discussions are centered on current legislation looking at Florida's attainment goal (60% of our population should have a high value credential (above HS diploma from industry credentials to advanced degree) that will help them gain employment; Florida currently stands at 49%. The legislature created the Florida Talent Development Council staffed by DEO to develop a strategic plan by year-end. To do that the Council needs to understand the current state of our workforce system and our talent pipelines. Adrienne shared what they are seeing tailored to our local area, where Jacksonville currently stands and how it fits into that bigger picture.

Sustained Growth in Employment (Jax Metro Area): There is steady employment job growth rate (seasonally adjusted) over the last 25 years with a dip during the recession. Private sector job growth rate in Jax is good at 2.55% in September and there is longer prolonged employment growth. The labor force is growing in this area and there is no indication we are moving into a recessionary period.

Jacksonville's Average Hourly Earnings Growth (Florida vs. Jax MSA): Wages are increasing and exceeding the rest of the state (competitive Jax labor market). However, during the recession, Jax wages were impacted and structural changes made.

Consistent Reduction in Unemployment: Area unemployment is at a low 2.9% (seasonally adjusted); the state is 3.2%. Qualified talent is difficult to find and businesses are working harder to find qualified people to move to the state/metro Jax and raising wages is part of that.

Who is Unemployed in Florida: There are misconceptions on who makes up the unemployed. Job leavers versus job losers (job losers are thought to be the unemployed). Two other groups include new entrants and reentrants. There is also an increase in people voluntarily leaving jobs (confident they can find another job).

Job Openings have Surpassed Hires in Florida: This is a new data set. It is difficult to get a sense of the hiring picture and actual job openings in the state, but it does give us a sense of on demand online job openings but they are tracked differently because not all companies advertise online at the same rate. It shows job hiring and job opening rates; our job-opening rate far exceeds our job hiring rate.

Job Roles in Florida's Economy: Our economy is good and labor market tight bringing challenges for employers to find qualified people. We have had to get competitive and think of new ways to bring in talent. A four level pyramid chart was developed showing how jobs fit into our economy. 1) Face of Florida (sales/entertainment/basic services) serves as the primary source of state revenue through sales tax (makes up about 50% of employment in the state). Jobs are generally entry points in the labor market, many are part time and do not require education beyond high school, and soft skills development happens at this level. 2) Protect Florida (emergency services/trades/repair) provides services necessary for a community to function and grow. Jobs tend to be skilled professionals or career building in nature and often require post-secondary certificate, certification,

and/or license. Career building/pathways happens at this level. 3) Inform Florida (teachers/counselors/professional services) these jobs expand our GDP and ensures citizens have information, education and services needed for a high quality of life. Management and professional services happen here. Jobs tend to be professional and management related and often require several years' experience in the field and/or Bachelor's degree or higher. 4) Transform Florida (science/engineering/design/technology/art). This group is responsible for Florida's future and will impact all the other categories, drives innovation and improved productivity. Specialization happens here. Jobs are highly specialized and require advanced degrees and/or are more technical in nature.

Fastest Growing Industries in NE Florida (Top industries by projected employment growth rate Jacksonville MSA 2018-2026): Industry projections are produced annually eight years out (currently 2018-2026); 2019 projections will be released next month. Historical data and new industry growth information is used. Regionally we expect to see fast growing private educational services, health care and social assistance. We also see professional, scientific and technical services growing faster here than in the state. (Important industry to watch...it is very diverse and very high wage),

Occupational Projections – Employment Changes 2018-2020): Occupational projections are detailed and rigged by the pyramid categories and give an overview of where we see ourselves going. “Face of Florida” the largest group will add the most jobs over the next 8 years and as we move up the pyramid fewer and fewer jobs will be added.

Jacksonville Growth and Wage by Training Level: Our growth rate, average median wage and level of education rate look quite different from that of the state. The larger the bubble means more jobs will be added in that category over the next 8 years and the smaller the bubble, for instance green is Masters and above will only add a small number of jobs; Bachelor degree jobs are growing at about 11%; post-secondary education jobs are 9-10%; and less than high school at 5%.

Who Comes and Leaves Florida for Work – 2017: It is important to know what is driving Florida's growth rate when we think about our job market, labor force and how competitive our jobs are. This chart shows people mostly leaving northern states to come to Florida and people leaving Florida to mostly western states/cities (Seattle, Denver, Austin, Silicone Valley) and Georgia.

What Industries Attract Workers to Jacksonville – 2017: Jax is net gaining people in finance and insurance, construction, retail, health care, social assistance, transportation, warehousing, and manufacturing; and losing people in administrative support and waste management.

Workforce Potential Supply Gap in Florida: We are often asked where the supply gaps are which is very broad. People move to Florida daily with credentials and are ready to work, but cannot be measured, however we can get a sense how much training is needed to align with specific job needs. Most supply gaps are in the trades industries (post-secondary vocational level).

Cost of Living Comparisons – Protect Florida: A new data set shows adjusted occupational for cost of living. We can now look at wages for specific advertised jobs. Your money is not going to go as far everywhere (that has always been the argument in Florida...our lower wages can go further because we do not have state income taxes). However, adjusted wage data shows the real picture. JAX MSA and Florida lose for registered nurses compared to other cities but do well and are competitive for Home Health Aides and retail trade occupations.

Cost of Living Comparisons – Transform Florida: Civil Engineers do quite well in this area, but not

Software Developers. That leads to the current state and the disconnects (a tight labor market and wages), which are starting to increase.

Future of Work: Various topics are discussed at Future of Work conferences but they all mean something different to everybody. For this purpose we will focus on the most talked about occupations, i.e., task automation, machine learning/AI, autonomous vehicles and gig work and how they will transform the way people work. In her work with the Federal Bureau of Labor Statistics and a committee she sits on representing other states in our region, they are starting to tackle how do we really measure and think about these concepts around the future of work. Her Minnesota counterpart grappled with this issue, did additional research, and found interesting results when comparing their data using the same foundational information they were trying to rank. The susceptibility of occupations to automation and how many jobs will go away using automation, you would expect some clustering, some things line up, these are the jobs that are really susceptible and these are the jobs that are not, but when mounted against each other, he found we know nothing about the future of work and they hardly agreed at all! Feeling this could not be correct he took this information to economist David Auder and Auder told him that it was correct. Adrienne finds that comforting and scary at the same time...there are many theories and research going on, but essentially we are not going to predict exactly what jobs or how they are going to be impacted but we do need to keep an eye on the data.

Future of work – What We do Know: There are common themes among major studies. Job elimination will be task elimination and routine production rated tasks that can be done repeatedly and easily replicated. Most has already occurred through globalization, automation and manufacturing. Most future jobs will be realigned and designed versus wholesale job elimination. The shift to new technologies (autonomous vehicles and machine learning) is happening fast but not as fast as once thought. Studies indicated these jobs would go away by 2030 and that is not happening as fast. Thinking back to our pyramid: Face of Florida (most susceptible to those changes); Protect Florida (impact to speed and quality of service); Inform Florida (change access to education, information and high end services); Transform Florida (accelerate all of these changes).

Question: Looking at the future of jobs 2018-2026 and the educational levels and ranking of skills and soft skills, will more schools be needed (high schools, colleges, Jr. Colleges, universities, private)? It is important to understand this is job growth and the market responding to increased skilled focus needs. It can be any training provider (private, colleges, universities, tutoring, etc.)

#### **Entrepreneurial Learning Initiatives – Candace Moody**

Candace reported on the entrepreneurial learning initiatives she pursued after attending an energetic session at the NAWB Conference in March, as well as becoming a certified Entrepreneurial Leadership Mindset Facilitator. For a long time she has been talking about how people will work in the future (gig economy, contract work and entrepreneurs) but not on occupations and skills. 90% of people coming into our centers do not want to open their own companies. You do not need to own a company to be entrepreneurial; you just need to think like an owner/entrepreneur. Candace has developed training that redefines entrepreneurs. We need to stop asking students what they want to do when they grow up but rather what problems they want to solve, and what they need to learn to solve these problems to get to the next step. An entrepreneurial mindset brings the idea we can do this better. Tell me the goal and I will figure out how to do it better and along the way build my own tools and paradigms. It is lifelong learning. The entrepreneurial mindset and the learning set is experiential (If something does not work try again, fail fast, fail early and fail small...you can learn from it and move on). Our definition to the entrepreneurial mindset and engaged worker is: “It is

my responsibility to figure out how to make myself useful to others and by doing so I can empower myself". The eight core steps are creating wealth, building your brand, creating community, power of persistence, recognizing opportunities, ideas into action, and pursuit of knowledge. The Power to Choose. Albuquerque has a great model with an entrepreneurial mindset university imbedded in city government...every employee goes through entrepreneurial mindset training and thinks like an owner, including their garbage men...they have the cleanest, best-maintained and efficient garbage trucks in the state. If we can do the same and imbed that in county, nonprofits and city governments and organizations like ours we can make a difference. A series of lunch and learns will be done to find our CSNEFL champions and Candace will take that training to job seekers, business community, educators/school systems and partners, i.e., Chambers of Commerce and Economic Development.

The Chair stated many times we get entrepreneurial and innovation confused and we look forward to seeing this becoming real. Recommended book reading, "Who Owns the Icehouse" by Clifton Tolbert and Gary Schoeniger.

### **President's Report**

**Labor Market Data – June 2019:** Regional labor market information is in the packet.

**Company Announcements & Recruitments:** Two international IT companies will be creating jobs in Jacksonville. Project Quail 300 jobs and Project Liberty 198.

**Florida-Georgia Workforce Alliance:** The Florida Georgia Alliance Workforce (established 2016) is a formal workforce development partnership between six local areas on the Florida and Georgia borders. Their purpose is to better coordinate workforce and economic development activities across border regions for citizens and businesses. The groups meet regularly establishing lines of communication, share best practices and work together on hiring needs.

**Career Expo, August 22 – Market Street:** 40 employers and 200+ job seekers attended.

**CSNEFL Assisting with Job Fair for displaced Adult Arcade Employees who might be displaced:** A job fair is being held today, 9-2 at Emmet Reed Community Ctr. 093 West 6<sup>th</sup> Street.

**Paycheck for Patriots Event Scheduled October 31 (10 a.m. to 1p.m. at FSCJ Advanced Technology Center:** This events is free to military members, veterans and their families and will feature hiring employers and workshops, i.e., the Federal Job Application Process, information on VA benefits and the VA Disability Process, and services for military spouses.

### **Next Meeting Date**

**Full Board Meeting:** January 23, 2020 (Thursday) from 8:00 a.m. – 2:00 p.m. at the Hyatt Regency Downtown, a Workforce Forum (future of work, career pathways and apprenticeships) + CSNEFL Full Board Meeting (from 12:30-2:00 p.m.)

**Executive Board Meeting:** December 4, 2019 – 9:00-10:30 a.m., FCWD Corporate Office, 1845 Town Center Blvd., Suite 250, Fleming Island, FL.

**Adjournment:** The meeting adjourned at 10:50 a.m.