

**First Coast Workforce Development, Inc. (dba CareerSource Northeast Florida)  
Full Board Meeting  
July 25, 2019**

Chair Elaine Johnson called the CareerSource Northeast Florida Full Board Meeting to order on Thursday, July 25, 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
- Nassau: Vacant
- Putnam: Wayne McClain
- St. Johns: Eda Edgerton
- Regional: Darryl Register  
Kirk Barras  
Tim Hinson  
Dr. Joe Pickens  
Mike Templeton  
Berneitha McNair  
Lucia Valdivia-Sanchez

Excused/Absent: Jake Schickel and Dan Vohs

Staff: Bruce Ferguson, Candace Moody, Cheryl Taylor, Jay Loy, Steven Dionisio, Dianna Davis, Joel Hickox, Cindy Wadsworth, Sonya Speights, Barry Harvard, Denise Bolser, Donald Silvels, Donald Weatherby, Georgito Lopez, Jackie Bryan, Jamell Bryan, Kerry Eason, Lisa Ross, Lisa Smith, Lorenzo Staley, Mike Lashbrook, Patricia Eisenhower, Robin Nyquist, Shelly Ray, Stephonie Wiley, Steve Hybarger, Summer Edwards, Debra Hodges, Robert Jones, Cecil Love, Brian Allen, Maurice Menchan, Katherine Burns Jodi Wilson-Chambers, Diane Nichols, Diane Nevison and others

Others: Anna Lebesch (JAXUSA), Julie Hindall (JAXUSA), Joann Manning (Job Corps), Kelly Barrera (St. Johns County School District), Andreas Glover (Florida Department of Vocational Rehabilitation), Kim Bodine (CS Gulf Coast), Richard Williams (CS Chipola), and others

**Announcement/Moment of Silence:** Board member Yovancha Lewis-Brown, Area 2 Supervisor for the Florida Department of Vocational Rehabilitation, passed away in June. Keep her family in your thoughts and prayers.

**Public Comment:** Completed speaker forms were not received.

**\*Action Items**

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

**Motion by Wayne McClain and seconded by Joe Pickens to move approval the April 25, 2019 meeting minutes as written; motion carried unanimously.**

**\*Approval of Baker County Chamber of Commerce Contract**

The Baker County Chamber of Commerce annual renewal contract was presented for Board approval. **Board members, Darryl Register and Clay Lyons declared conflicts of interest and abstained from the vote.** Mr. Register is Executive Director of the Baker Chamber of Commerce and Mr. Lyons is a member of that board. Conflict of Interest forms have been completed and are on file in the Corporate Office. **Motion by Tim Hinson and seconded by Wayne McClain to move approval the Baker County Chamber of Commerce contract; motion carried unanimously.**

**\*Approval of Putnam County Chamber of Commerce Contract**

The Putnam County Chamber of Commerce annual renewal contract was presented for Board approval. **Board member, Joe Pickens and Wayne McClain declared a conflicts of interest and abstained from the vote.** Mr. Pickens and Mr. McClain are Board members of the Putnam County Chamber of Commerce. Conflict of Interest forms have been completed and are on file in the corporate office. **Motion by Darryl Register and seconded by Tim Hinson to move approval the Putnam County Chamber of Commerce contract; motion carried unanimously.**

**\*Approval of Miller Electric Customized Training Contract**

The Miller Electric customized training contract was presented for Board approval. **Board members Tim Hinson and Kirk Barras declared conflicts of interest and abstained from the vote.** Mr. Hinson is Director of Training at Miller Electric and Kirk Barras is President of the Jacksonville General Apprenticeship Association. Conflict of interest forms have been completed and are on file in the corporate office. The contract is over \$25,000 and will be sent to Tallahassee for review and approval. **Motion by Darryl Register and seconded by Joe Pickens to move approval the Miller Electric Customized Training Contract; motion carried unanimously.**

**Program**

**. Update on Summer Youth Programs – Rhonda Williams Bryant**

The results to the CSNEFL summer youth program were presented. 450 youth (13-19 years old) were served regionally in June and July; 31+ employers/worksites participated and several participants received job offers. Detailed partner and worksite information is in the agenda packet. Orientation workshops were made fun for participants and youth evaluated staff and the program at the end of their work experience; all comments were positive, so we know we are doing this right.

Cheryl Williams, Program Administrator at Jax Aviation Authority talked about the 10 students they hosted. She thanked the board and staff for allowing them the opportunity and asked to participate again next year. All students were on time, dressed appropriately and were assigned to various departments based on their interests. Students toured behind the scenes, were made aware of available job opportunities with tenants at the airport, and met with TSA's head about job opportunities, benefits and where to apply on their website. Two students were offered jobs with airport tenants (students were 18+). An ice cream social was also held with the airport CEO where students could talk freely with him.

Board member Michael Templeton asked that FCMA also be included in this program next year. The Board applauded Rhonda Bryant and her team for coordinating this successful program.

**Special Presentation – Kim Bodine, President CS Gulf Coast and Richard Williams, President CS Chipola**

Kim Bodine, President of CS Gulf Coast and Richard Williams, President of CS Chipola talked about their experience with the devastation caused by Hurricane Michael and their partnership with CSNEFL. They thanked the board for their leadership and the staff that came and helped them during this disaster. Your staff left their families and homes to work in horrendous conditions. There was no running water, AC, internet, cell phones, and the commute to get to work sites and set up operations was 2-3 hours each morning; weather conditions were either hot, cold, or rainy; there was an increase in yellow jackets, insects, rats, roaches and snakes; and masks had to be worn inside

buildings due to mold. Many people left the area including our staff, and those that stayed and tried to come in and help were living in tents in their front yards. It was a bad situation but your staff saved us. People instantly lost jobs, i.e., 600 hospital staff, and 500 mall employees, and needed help. One week after the hurricane 8 sites were operating in 3 counties and during that 6 week period your staff processed 10,000+ disaster recovery assistance applications. Your staff helped set up parking lot job fairs for employers still open needing help because their employees left the area due to unlivable housing. Stores currently open: Walmart, Dillard, Burger King, 2 grocery stores and a clothing store. Their region is small and rural and is based on the timber industry, which was devastated. They are not trying to rebuild an economy, they are trying to build one! They do not know what their labor force is...rural counties rely on historic models and there is not one for a hurricane. They are working through the recovery without solid data and figuring it out as they go along by talking to employers. When we talk about recovery plans you can throw them out when you get hit with a hurricane like Michael because your staff are your recovery plan. You hire staff who know their job is to serve people and do it with a smile. Staff took the initiative in Malone when registration tables were set up in a parking lot but there were no chairs. They evaluated the situation and had nearby tree cutters cut stumps for people to sit on. Other CS staff from other regions also came and helped but your staff were the first ones to arrive. The whole town was devastated. With no transportation or phone service, recovery teams were passing us by to get to the coast. People in town who needed help did not know we were open as a disaster recovery site and staff posted flyers around town to get the word out that the area needed help but were also there to help people. We started an ad campaign to try and get the people who left the area to come back and take a job at home to help with the recovery; some did but not enough. We are bringing in people/supervisor from other regions and out of state to help with our Family Dollar Distribution warehouse. The recovery will be long but we are hopeful and optimistic; the hope started when you came to help us get through it. Kim and her staff moved back into their career center yesterday with a grand reopening.

As a token of their appreciation, awards were presented to staff that helped during the disaster; they also received a standing ovation by the Board. Bruce also wanted to recognize the staff that stayed behind and picked up the slack in our centers, who were glad to do it.

**Board Member Discussion – How is the current labor market restriction impacting your business/industry? What steps are you or your company doing to address the issue? How can Our CareerSource Northeast Florida help us solve these issues?**

The Chair asked for board member discussion on the above 3 questions. These types of questions will be a continuous part of future board meetings.

**Mike Templeton - FCMA:** Manufacturing companies are struggling to fill positions; this struggle will continue as the baby boomer bubble busts. To address this issue some manufacturers are utilizing professional relocation packages to bring in workers from other areas. This is also a strategic issue and how we address it in the next few years is going to be important. We need to impact the youth in school now who are not going to secondary education, and their parents, that there are outstanding trade job opportunities with value that do not need post-secondary education. Mr. Templeton strongly endorses the summer youth internship program; it is an excellent opportunity that can be expanded on and touches all the bases including soft skills. He also recommends we figure out going forward how to partner with all the school districts because we all have needs.

**Elaine Johnson - Guidewell/Florida Blue:** Their organization is struggling to fill 500+ positions and are amending their benefits structure to make those jobs and their organization more attractive for potential new employees. They are also finding that people are capping their resumes and do not have the skills needed to present themselves appropriately in the job market. Do we need to reach out to our high school programs to not only teach soft skills but how to behave on the job? There is also another point to address on the other side of the equation, employer behavior. We need to

encourage our employers to not let candidates sit in occupational purgatory. People are applying for jobs and not hearing anything; sitting on resumes 90+ days is not acceptable. We need to help employers understand that in a supply and demand market candidates need to be treated like our most cherished customers. Maybe CSNEFL can help with this during summer youth internships programs and through their school and employer partnerships.

**Wayne McClain - Beck Automotive Group:** Their community is struggling with technical education and technical jobs. Automobile technicians make really good money. They are working with CSNEFL to recruit automotive technicians from other states. They are also excited to see what Dr. Pickens is doing with technical education.

**Miller Electric – Tim Hinson:** We don't have the workforce to take on projects and are now revising our business strategy and are being selective and strategic on the projects we bid on. Currently there are 90 apprentices and we recruit heavily in the high schools. The 21-22 age group are not favorable about coming into the program, but we see them coming to us when they are 25-27.

**Plumbers & Pipe Fitters Local 234 – Kirk Barras:** He mirrors what Miller Electric said. They do not have the workforce to take on projects. It is hard to get people in to apprenticeship programs at job fairs when Target pays \$15 and they pay \$12. They want to make money now and don't understand that eventually they can be making \$45+ an hour! There are currently 53 apprentices; they are seeing more people coming into the program with 4 year degrees because the degree did not get them where they thought they would be. Skilled trades are hiring, are very well compensated and are no longer secondary to a college degree. Most programs have 2-3 year articulation agreements and you leave with no student debt. We are contemplating doing something with all the trades together...doing something at each facility and showing the kids what we all offer. Job fairs are posted on the CareerSource Northeast web page but due to the tight labor market people come to the fairs but do not come back.

**St. John's School District – Dr. Pickens:** Post-secondary education and trade jobs have been a point of conversation at many meetings. People feel trade jobs are great but not for their children. Eleven years ago we did an ad campaign "we should be the college of first choice and not the college of last resort", and a decade later it has not made a dent. With today's job market it is difficult. The Florida Chamber of Commerce understands this and we have engaged them but the business community and others are the ones that need to get the message to the legislatures about the situation they are in. As a college, employer and consumer we are affected 3 ways: 1) Enrollment is down significantly (typical in a tight job market). First time college student enrollment is about the same, but adult enrollment is down (they are working and may be underemployed or require more training). 2) We are having a hard time finding employees in high skilled areas such as IT. 3) When we finally get funded for projects that were put on a list for the legislature to consider for funding (4 years ago), it is now coming in way over budget and we are finding it difficult to finish projects.

**Northeast Florida Community Action Agency – Berneitha McNair:** We have difficulty getting employees for the social services that are need. As a non-profit, our base pay is not as desirable as a for-profit agency. We need to figure out how to increase our base pay to get staff we need.

The Chair thanked the members for their input and introduced Dr. Anna Lebesch the new Vice President of Talent Development at JAXUSA . She is part of our strategic partnership to help us solve these problems. Dr. Lebesch agreed with all board comments. We need to be more strategic, look at the long-term, and build a workforce for today and the future knowing our needs will continuously change. We need to deepen what the schools and industries are doing, i.e., internships, manufacturing days, working with hospitals, etc. (all great exposure efforts). Students and parents need to get a real sense of what is available and how to bridge those opportunities. Apprenticeships are great career opportunity pipelines (manager to supervisor to owning their own company). The challenge with apprenticeships is they disappear when the economy is good and we need to find a

way to continue them otherwise we will be in the same situation where we are now...rebuilding a pipeline. We also need to figure out how to lessen some industry internship age policies and do more than just taking tours. The health care industry has figured it out and other industries can too! There are many opportunities. Dr. Lebesch has been going to all school districts to find out what they are doing and what they want to do next. They are all adding career technology education programs in our targeted industries to support your needs but they need more help from you. For instance, Putnam is involved in a college night tour...colleges go to every county in the state and recruit students. Putnam also has a career and college tour with employers in attendance demonstrating to students that it is not career or college, it is both. You go to college to get a job/career and the employers show them those pipeline opportunities and where they can start in that pipeline.

The Chair added there are more ad campaigns on exciting trade job opportunities coming in through the media and with many emerging employees living on cell phones as their influencer maybe we need to look at new ways to do that.

### **President's Report**

**Labor Market Data – June 2019:** Regional unemployment indicate an uptick in our unemployment rate and labor force which is not unexpected. Labor force is 814,278 with 30,754 unemployed residents regionally. Job growth for the year is doing well at 16,000 net new jobs.

**Budget Information:** The Feds have reached a tentative budget deal and at a minimum expect level funding with no continuing resolutions, which is good. The FCWD Inc. budget was approved by the Executive Committee with total projected revenues of \$17,974,000 for FY 2019-2020.

**Company Announcements & Recruitments:** Baptist Health held a hiring event in May for Food Service Associates and Environmental Services Technicians. CSNEFL's Healthcare and MAP teams assisted. 53 attended and 14 were hired. In June, the CSNEFL Healthcare team held a week of health care opportunities with different employers hosting each day. Approximately 50 job seekers attended many of whom will receive provisional offers. In June the Finance and IT teams held a job fair at our Market Street location. 20+ employers were there as well as 100+ job seekers many of whom received job offers.

**Local Layoffs:** InComm is outsourcing its call center operation and closing its Southside facility July 1, 2019, affecting 125 workers. COEI LLC is closing its Northside facility by June 19<sup>th</sup>, affecting 39 employees. State Farm is laying off 300 workers at its Jacksonville Operations Center between August 31 and November 30, 2019. Voya Financial is closing its Baymeadows site due to lease expiration and laying off 267 employees between September 25, 2019 and April 30, 2020.

**Summer Program serves more than 450 Youth:** Discussed earlier in the agenda.

**Generation Received grant from CSNEFL:** Generation Jacksonville received a \$600,000 grant from CSNEFL to continue IT training and begin an Administrative Medical Assistant employment program for young adults who can earn a Certified Medical Administrative Assistant credential. It is a 5 week training and mentoring program with its first cohort starting later this summer. Seven additional providers will serve 342 young adults through CS funded programs over the next year, including St. Johns County School District (for First Coast Technical College), Eckerd Youth Alternative, Wealth Watchers, Arc of Putnam County, and Clara White Mission.

### **Other**

**Succession Plan:** With recent discussion on growth, growing talent, retirements and recent changes in the CSNEFL leadership team, the Chair directed staff to develop a formal succession plan for the leadership and critical rolls at CSNEFL to be ready by year-end.

### **Next Meeting Date**

**Full Board Meeting:** October 24, 2019 (Thursday), 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:** TBD

**Adjournment:** The meeting adjourned at 10:25 a.m.