

**First Coast Workforce Development, Inc. (dba CareerSource Northeast Florida)
Full Board Meeting
October 25, 2018**

Chair Elaine Johnson called the CareerSource Northeast Florida Full Board Meeting to order on Thursday, October 25, 2018 at 9:31 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: None

- Clay: Paul Cummins

- Duval Elaine Johnson
Lad Daniels
Michael F. Templeton

- Nassau: Vacant

- Putnam: Wayne McClain

- St. Johns: Eda Edgerton

- Regional: Tim Hinson
Dan Vohs
Brian Teeple
Berneitha McNair
Lucia Valdivia-Sanchez

Excused/Absent: Clay Lyons, Dr. Joe Pickens, Kirk Barras, Darryl Register, Yovancha Lewis-Brown, Stephen R. Wise, Jake Schickel

Staff: Bruce Ferguson, Candace Moody, Cheryl Taylor, Jay Loy, Joel Hickox, Cecil Love, Robert Jones, Lisa Smith, Stephanie Wylie, Michael Lashbrook, Cindy Wadsworth, Verna Bennett, Darryl Moore, Brian Allen, and Diane Nevison

Others: Julie Hindall (JAXUSA), Linda Woodard (LDW Group LLC), Joann Manning (Job Corps), Larry Fairman (Fairman Consulting), Marcy Mullins (Florida DEO), Andreas Glover (VR) and others

Introduction: New Board members welcomed. Michael F. Templeton, Templeton Manufacturing Solutions (Duval County) and Wayne McClain, Automotive (Putnam County). Mr. McClain is an advocate and long-time user of the CareerSource in Putnam County and Mr. Templeton has a strong manufacturing background, runs his own consulting business, and heads the Leadership and Workforce Training Academy for FCMA.

Outgoing Board member Lad Daniels was thanked for his service, for always challenging staff and making us better for it. You will be missed. Wishing you joy and success in your retirement.

***Action Items**

Approval of July 26, 2018 Full Board Minutes

Motion made by Dan Vohs and seconded by Paul Cummins to move approval the July 26, 2018 meeting minutes as written; motion carried unanimously.

Program

Client Success Story – Joycelyn Jones (Paying it Forward)

Former welfare client Joycelyn Jones told her success story. She moved to Jacksonville from Indiana in 2016 as a licensed medical assistant for more job opportunities and to make a better life for her children. After finding a job and then losing it after she went back to Indiana to move her children here, she found other jobs but they did not provide a living wage or bright future. After attending CareerSource's Job Club and volunteering on the weekends (mentoring women, class activities and admin task, her motivation and goals, got her a job at Sodexco as Recruiter for Environmental, Food Services and Patient Transport Worker at several hospitals. Paying it forward, she set up with our TANF Director a recruiting event in August for our TANF participants. 14 applicants were selected and 8 started or are waiting to start work. Joycelyn continues to give back to the community helping people in the community with job coaching (how to dress and speak during job interviews). Her greatest benefit working with CSNEFL was helping a participant with her resume to get the perfect job showcasing displays/mannequins after finding out she liked to decorate. And her biggest challenge for herself was getting temp jobs and staying employed by constantly applying for jobs and not giving up...her children were her motivation.

Elevate NEFL Workforce Strategies – Larry Fairman (Fairman Consulting)

CSNEFL is a key partner in the development of the regional economic strategy. Larry Fairman reviewed the workforce development piece and SWAT analysis (talent, education and workforce) done by Avalanche Consulting. The full document can be viewed at www.elevateneff.com.

Opportunities: New young professionals, communication programs, and tell our story (show casing our regions story across economic development). Not everyone knows what we do.

Threats: Aging population and rising costs. As we shift to the future we need to pay attention to this. From a workforce and talent perspective, those costs trickle down and affect wrap around areas, i.e., transportation, housing, etc.

Strengths: Great place to live, lifelong learning, partnerships, pathways, and STEM (new opportunities in that area); we need to keep getting better at this.

Partner Organizations: NEFL is unique across the U.S. Our Economic Development group, Chamber of Commerce and Workforce Board completely overlap each other; all our partners work well together and that is not true in other parts of the country. The Elevate Initiative uses a multi-county plan that helps us all go in the same direction; the summary has good direction in it.

Goals and Strategy Summary: The implementation plan overview and workforce implementation overview (who will take leadership, who will help and the timeline) were reviewed. Main focuses will be talent, business retention, attraction, inclusive economic development and growth, industry partnerships, career pathways, work-based learning, business development, incubation, the value of skills development and credential attainment. The 3-5 year implementation plan timeline will focus on career pathways and work based learning, taking our current health care model and structuring it fit our manufacturers and trades to enhance apprenticeship programs; there is a push for industry apprenticeships and how do we do that?

CSNEFL is restructuring its JAXUSA contract going forward (January-June 2020) implementing goals, strategies and action items in the plan.

Ancillary revenue (grants and employer funding) will be needed to do some of these things. There is opportunity as we align partnerships and pull the plan together for 2020 and how do we get revenue from different sources to support this work.

Next steps: Take what we have been doing and mold the Elevate Report into the update of our

strategic plan. It will tell us where we are going giving us a clear pathway forward; it will be presented at the January 2019 full board meeting.

There were several questions from the Board. 1) What is being done to promote our interaction with the millennials? There is no specific plan from our standpoint, however, but all populations were reviewed in the Elevate work noting that the millennials, the generation coming behind them, and the boomers want many of the same things...so it is more about the changing workforce. The Chamber will be advertising best practices to young workers to come back home and start a family and buy a home after going away to college. There will also be an advertising campaign targeting middle age career workers and the career opportunities available for them and an Older Professional Worker Group will be started to ensure they understand there are opportunities in our region versus leaving the market to find them. An employer survey indicated they are looking for senior talent! Talent attraction advertising from the Chamber will be starting soon. The war for talent is real and hotter than ever. Florida Blue is seeing potential employees being snatched up by other companies and has started a program (school teacher type arrangement) where employees work 9 months, get 3 months off and get paid for 12 with all the benefits...attracting a workforce that values time off as does the employer. 2) Does JAXUSA know what is going on with other Chambers in the area? Yes, they are part of the initiative. What is unique in both Innovate and now Elevate is our economic development region and our workforce development region are almost the same except for Flagler County. This was an aggregate regional initiative that included the Mayor of Neptune Beach, community leaders, business leaders and local elected officials...that correlation makes it so strong. Jacksonville may be the name but it represents and includes the entire region. 3) Are there any action items that the Board can do going forward? Yes, read the report and deliver our message to the community, Rotary Clubs and other committees you serve on...look at how we operate, where our training funds are going and make any policy adjustments. 4) How can we make the K-12 group more aware of the opportunities in targeted industries and come out of school with skill sets to feed into the economy. There must be other partners and organizations doing the same thing and how do we compile them into one? This is a great point. Last year CSNEFL reorganized around targeted industries and our industry managers are committed to work-based learning and manufacturing and will continue in this effort. They are also reviewing the report and looking for opportunities that we can bring together. 6) Do you make presentations to business groups on a regular basis? Yes, sector managers actively participate in all sector councils throughout the region (monthly and quarterly) and meet with community colleges and local universities to ensure we are up to date with the educational component. Bruce and Candace speak to groups on occasion.

2017-2018 Year in Review – Cheryl Taylor, VP Operations

Cheryl Taylor reported on CSNEFL's year in review. 7 career centers operate in 6 counties with the Gateway Center being a full-service AJC (American Jobs Center) operated by Dr. Linda Woodard. 33,000 job seekers were served and 12,453 found jobs (37%). 9,894 registered disabled job seekers were served and 342 placed through Ticket to Work. 3 mobile access teams served 6,810 job seekers at 722+ locations. The veteran mobile team served 1,133 veteran job seekers at 201 locations. Our Veteran team, in coordination with Veterans Administration, helped 3,964 veterans transition to civilian jobs including 1,791 with significant barriers (1,306 found jobs). Significant barriers are homelessness, substance abuse, lack of education (no HS diploma), ex-offender, incarcerated or low income (on SNAP), with homelessness and ex-offenders being the biggest barriers. 389 out-of-school youth were served and reconnected with education and training. 242 training scholarships were received and 650 received certifications (some were 2-year programs); average training scholarship cost \$2,557. The Business Services teams connected 1,838 businesses with the right talent, 20,756 job orders were listed and 35,600 services provided. Employer partnerships trained 225 workers with 522 earning certifications at a cost of \$1,268.66 per worker. Question: The Job Seeker slide is misleading implying 63% of job seekers remain unemployed and that is not the case. That is correct. Many people rotate in and out of jobs and come to the centers and use our resources but what is not captured are people that use our resources at home and get a job. Another reason the numbers are small, the definition changed last year on what counts for us

as having served a job seeker which shrunk the number by more than half. We only get credit when an in-person service is provided (not if they self-assist at home and get a job through our system). This is not only for full time jobs...going to work is going to work. Wages and retention are also tracked. The numbers (previous and current) are in the annual report posted on our website www.careersourceneff.com. Staff will provide the Board (monthly or quarterly) workforce participation percentages and employment stats.

Hurricane Michael Disaster Recovery Assistance – Response Teams

Hurricane Michael devastated the Panhandle and CSNEFL provided response teams to the most impacted workforce regions (Panama City/Tallahassee/Panhandle) providing disaster recovery assistance (disaster relief, unemployment claims, food stamps). Three mobile cargo van units equipped with roll in laptops, WIFI and generators were sent. An actual report on what to expect was received daily. Our Director of IT, Mike Lashbrook, and volunteer mobile staff were the first to go out. There area was devastated with no power, decent food, AC, bathrooms, street lights, road signs, debris was everywhere, days were long taking staff over 2 hours to get these areas from the hotel, and the level of despair was astonishing. DEO and other regions coordinated the disaster relief effort. Many things were learned that will be included into our constant changing disaster plan: 1) Our Verizon WIFI network would not work in several areas and T-Mobile and AT&T mobile devices were purchased; 2) We need to be flexible. Planned set up locations were not useable and local staff helped find the best places to set up; 3) Additional generators needed to be purchased. Mobile team member volunteers (Robert Jones, Cecil Love and Stephanie Wylie) spoke on what they saw. Power was out, trees were down, the H.S. was not useable as a disaster relief site and we set up under a covered walkway using tree stumps cut by nearby tree cutters as chairs. People were humble, happy and all got along considering they lost everything and were not getting resources. They also helped Tri Company Community Council pass out 5-pound buckets of food to people in trailer parks who were not coming to get them. Schools and churches need to be informed where supplies, services and food are located so that they can get the word out. Staff thanked and praised the Executive Directors (Richard Williams, Kim Bodine an Jim McShane) and staff from those regions for their hospitality and providing them with what they needed. It was a humbling experience. Staff that could not volunteer to go to the Panhandle were thanked for the help behind the scenes, in particular Joy McDaniel and Diane Nichols, and for other staff members for picking up additional workloads. It was truly a team effort. The next groups going will be staff experienced in re-employment assistance and unemployment compensation.

President's Report

September 2018 Labor Market Data: The unemployment rate in our region is 2.8% with robust job growth (30,000 net new jobs over the year). There are 22,951 unemployed residents regionally. We are in a healthy employment situation. Our next report should start showing us what the impacts will be in the Panhandle.

Putnam Career Center Moving October 31, 2018: The CSNEFL Putnam Career Center is moving back to the Palatka Mall, 400 Highway 19 North, Palatka, FL 32177 on October 31, 2018. Phone number will remain the same.

CareerSource NEFL Veteran's Team Recognized for Excellence in Providing Service: The CSNEFL Veteran's team received this year's Performance Incentive Award for Large Regions from the Jobs for Veteran's State Grant program for demonstrating efforts in delivering employment, training and placement services to veterans. Region 11 received the award for medium region and Region 17 for small region.

Program Monitoring Report: The Financial and Programmatic Monitoring Report completed by Taylor Hall Miller and Parker (external monitors/CPA firm), as of September 14, 2018 is for your review. If any recommendations are made, staff does a correction action plan to ensure Federal guidelines are met.

The DEO Programmatic Annual review done in June has not yet been received. If any recommendations are made, a corrective action plan will be done.

Powell & Jones (CPA firm) will begin the FCWD Inc. annual Audit in November and reporting at our January 2019 meeting.

Public Comment: No completed speaker forms received.

Next Meeting Date

Full Board Meeting: January 24, 2019 (Thursday), 9:30 a.m. at the University of North Florida (UNF), Adam W. Herbert University Center, 12000 Alumni Drive, Room 1058-1, Jacksonville.

Executive Board Meeting: Wednesday, December 5, 2018, 9 a.m. at the Corporate Office

Adjournment: The meeting adjourned at 11:00 a.m.