

Minutes
CareerSource Northeast Florida Executive Committee Teleconference Meeting
December 2, 2020

A teleconference meeting of the FCWD, Inc., Executive Committee meeting was called to order by Chair Elaine Johnson on Wednesday, December 2, 2020 at 9:01 a.m. The following members participated, representing a quorum:

Elaine Johnson	Darryl Register
Clay Lyons	Jake Schickel
Dr. Joe Pickens	Wayne McClain

Excused: Eda Edgerton

Staff: Bruce Ferguson, Rebecca Livingston, Cheryl Taylor, Jay Loy, Steven Dionisio, Dianna Davis, Ron Whittington and Diane Nevison

Others: None

Public Comment: None.

***Approval of Minutes**

Motion made by Wayne McClain and seconded by Darryl Register to move approval the September 23, 2020 Executive Committee minutes as presented; motion unanimously carried.

Operations Update

October Employment Statistics: The October 2020 regional unemployment rate was 5.1%, versus 2.9% in October 2019, and there were some changes in the counties from their September numbers (not seasonally adjusted). Our region continues to outperform the state and the U.S in job placements. Regionally we are down -30,000 jobs from October 2019 with the biggest losses in leisure and hospitality -11,300 jobs (13%) and retail trade -7,200 jobs (7.8%). Interestingly transportation, warehousing and utilities are down -3,500 jobs. All of Florida's major metro rate employment stats are under double digits with Jacksonville at 5.1% with Tampa following at 5.7%.

Operational Update: October job orders are down slightly 2,179 from September 2,195 and significantly lower than January 2,847. Job order trends indicate we are slightly under the 2019 number.

Regional Career Center Visit Comparisons show the impacts from COVID. Customer visits are down 40% since October 2019. **Question:** Is it possible the career center visits are down due to more job seekers using the website? **Reply:** No, we believe it is COVID driven. Job seekers use the Employ Florida System website for job searches and not the CSNEFL website. A new version of the Employ Florida website is being launched with no significant changes that would drive more online traffic. **Comment:** Center visits could be down due to access especially when centers were closed. **Reply:** In the 6 months that the centers have been open are by appointment only and we have never out maxed our appointments and there have been no lines; it is interesting to watch and see how it evolves. Governor Ron DeSantis directed DEO to continue waiving the work search and work registration requirements for claimants through January 2, 2021 and the waiting week requirement will continue to be waived through December 26, 2020.

There is a slow decline in the number of mandatory welfare Transition TANF cases (1200 versus 400-500 cases per week pre-COVID). SNAP cases are similar (11,800 versus 447 pre-COVID caseloads). A plan is in place to handle these challenges when the waivers are lifted; cases will be managed in segments and waves using the same amount of staff and funds we had in 2018-2019.

The good news is through the Continuous Improvement Performance Initiative, WIOA incentives (performance awards) were earned by meeting the performance target for one or more metrics, i.e., Participate Training Rate and Business Penetration. Job well done by staff and the CSNEFL team.

Strategic Visioning for 2021 – Thoughts for CSNEFL

The Chair shared her perspective on what strategic visioning should be discussion purposes. We need to look at the world from a zero based strategic perspective and understanding the following 3 points differently: 1) Who is our customer today and what will that customer be tomorrow; 2) what is the product or service the customer will need from us; and 3) what is the problem the customer is trying to solve and under what circumstances?

There are two ways to find out what the customer wants:

Consumer Research – This is currently done through customer service surveys (mail and telephone), face-to-face interviews and demographic data.

Ethnographic Research - This is a new opportunity to look at things we have never done to find out what the customer wants by diagnosing the situation through the systematic study of people (watch what people do, hear the frustration they have trying to do it, why are they not using it, or find work arounds). An example of doing something totally disruptive was given using Bank of America's program "Keep the Change", a new way to attract new customers to save money. For every ATM charge the amount is round up and the extra put into savings, versus walking into a bank to make a deposit. It made the complicated simple.

Strategic visioning will give us the opportunity to think about unique ways to solve barriers for obstruction of times, skills, access or cost. Does this make sense to members? Bruce stated the CSNEFL website has undergone a complete overall simplifying and streamlining the process making it easier for job seekers and businesses to navigate and get to what they need; we felt it needed to be done. Clay stated this could be another reason why numbers are down...businesses are finding the system easier to navigate. Bruce stated that could be and that will be tracked through our analytics and click throughs.

The chair stated it really causes us to redefine success. Just because the numbers are down does not mean it is a bad thing if people are solving and getting the job done and what Bruce described is a skill, time and access. Things are now being done differently since this started, i.e., some doctor visits are done with Teladoc, banking and paying bills are now done electronically. It an opportunity to look at how we serve customers and employers. A deep dive into all this will be done as we do our 2021 and beyond strategic visioning.

We need to be clear on who our customer is, i.e., the job seeker, employer, as well as the state and federal government. What is it they are trying to get done, how are they doing it, what are the work arounds the non-uses. And what are some of the things that we can we do, what is getting in the way, and what innovation levers can we use, i.e., is it something we stop, is it something we start, is it something we keep and enhance? This will be a challenge because we

will never go back to the way we were and do not know what business will look like or when we will go back to anything that closely resembles where we were a year ago. We will use this as an opportunity to think creatively how we position CSNEFL for continued and greater success.

Staff will take this outline and set up thoughts to build through for our Full Board meeting in January and possibly using a facilitator as we walk through the visioning process. Are there any thoughts and enhancements to this? Wayne's company brought in 50 long-term customers (young and old) via ZOOM and asked them about doing business with us, i.e., what was easy, what was hard, what they liked about our website, what they did not like and it was very enlightening. This can be built into your presentation ensuring we are meeting customer needs. The Chair added we should also go to the people that are not our customers and find out why they are not doing business with us and if they do business with us, what drives them crazy. This would be done by observing people using our website and listening to their muttering.

Clay stated an issue in rural areas is many people and businesses are not aware of CSNEFL and the services it provides. An advertising campaign needs to be done to get the word out to business clients, job seekers, people who need skills upgrades, etc. The Chair stated that is an excellent point as it impacts every county and we do not want to be "the best kept secret". Clay encourages his business clients who want to expand their workforce to contact CSNEFL for their recruitment needs. Recruitments and job fairs are still being done, as well as media opportunities. CSNEFL has a marketing plan for job seekers and business that will roll out in January with full details reported at the January Full Board meeting.

Other

CSNEFL is in the middle of our annual audit and the report will be presented at our January Full Board meeting.

Next Meeting Dates

Full Board Meeting: January 28, 2021, 9:30-11:00 a.m. Location/Format: TBD.

Executive Committee Meeting: February 24, 2021, 9-10:30 a.m., Location/Format: TBD.

Adjournment: 9:45 a.m.