

**First Coast Workforce Development, Inc. (dba CareerSource Northeast Florida)  
Full Board Zoom Meeting  
January 28, 2021**

Chair Elaine Johnson called the CareerSource Northeast Florida Full Board Zoom Meeting to order on Thursday, January 28, 2021, at 9:34 a.m. Roll call taken and a quorum established.

Board members in attendance:

- Baker: Clay Lyons
  
- Clay: None
  
- Duval Elaine Johnson  
Jake Schickel  
Michael Templeton  
Diane Williams
  
- Nassau: None
  
- Putnam: L. Wayne McClain
  
- St. Johns: Eda Edgerton
  
- Regional: Darryl Register  
Tim Hinson  
Dr. Joe Pickens  
Lucia Valdivia-Sanchez  
Beth Payne  
Angie White

Excused/Absent: Paul Cummins and Kirk Barras

Staff: Bruce Ferguson, Rebecca Livingston, Cheryl Taylor, Jay Loy, Steven Dionisio, Dianna Davis, Melissa Terbrueggen, Ron Whittington, Ivette Berrios, Melissa Terbrueggen, Renee Williams, Brandy Buckingham and Diane Nevison

Others: Amy Rice (Sy-Klone), Kimberly Cobb-Ray (NFCAA), Daniel Harper (DEO), Charles Williams (DEO) Richard Powell (Powell and Jones, CPA), Joann Manning (Job Corps), Anna Lebesch (JAXUSA), Cathy Newman (St. Johns County Chamber of Commerce), Israel Cortez (Ace Electric) Emily Harrison (St. Johns County School District), Larry Fairman (Fairman Consulting), and others.

Public Comment: None Received.

**\*Action Items**

**Approval of October 22, 2020 Full Board Minutes**

**Motion by Wayne McClain seconded by Darryl Register to move approval the October 22, 2020 meeting minutes as written; motion carried unanimously.**

**Acceptance of FCWD Inc. FY 2019-2020 Audit Report  
(Richard Powell (Powell and Jones CPA))**

Richard Powell, CPA, presented the FCWD Inc. 2019-2020 Audit report. On sight field work was done in December and the report was prepared and reviewed extensively with Bruce Ferguson and the financial staff. It was a clean unmodified opinion audit with no reportable findings or recommendations in any of the 3 levels of required audit procedures (financial, governmental, and federal singular audit standards). It is an accurate reflection of the organization and where it stood financially during the year and at year-end and that the organization is in compliance with standards and operating procedures. CSNEFL has the highest level of assurance, a good reflection on the quality of the financial records and practices of the organization. **Motion made by Eda Edgerton and seconded by Lucia Valdivia-Sanchez to move acceptance the FCWD Inc. FY 2019-2020 Audit report; motion unanimously carried.**

### **Program**

#### **Annual Performance Review – Daniel Harper (Department of Economic Opportunity) and Charles Williams (DEO)**

Daniel Harper, DEO Data Employer Manager, and Charles Williams (DEO Workforce Administrator), presented CSNEFL's 2019-2020 Annual Performance review to include the Florida Workforce system structure and service delivery model, roles and responsibilities, PY 2019 primary indicators of performance, programmatic and financial monitoring activity, and local area financial overview.

Florida's Workforce System: Explains the programs and how funds move through the system. There are 4 major federal programs/funding streams: United States Department of Agriculture (SNAP Supplemental Nutrition Assistance Program), United States Department of Labor (WIOA Title 1 programs/Adult, Dislocated Workers and Youth and Title 3 program/Wagner Peyser), General Revenue (very little money is received to operate these federal programs but will occasionally fund and match certain features), and United States Department of Health and Human Services (TANF Temporary Assistance Needy Families block grant). Federal funds are passed down to the Governor, appropriated by the legislature, dispersed to DEO, and then to the local workforce development boards to fund the workforce system and service delivery.

Primary Indicators of Performance: WIOA's reporting requirements to assess state and local areas effectiveness in serving participants in the workforce system. There were 14 indicators (4 adult, 4 dislocated worker, 3 youth and 3 Wagner Peyser) with 4 indicators measured for each customer group: 1) entered employment rate 2<sup>nd</sup> quarter after exit, 2) medium wages for all individuals who had wages 2 quarters after exit, 3) medium wages 4 quarters after exit and 4) credential attainment rate (during participation or within a year after participation).

According to Florida's policy, every two years each board negotiates these 4 customer group goals; 90% of the negotiated goal must be met to be in compliance.

Region 8 exceeded every goal except two. 1) The Youth Common Measure for Education and Employment rate 2<sup>nd</sup> quarter after exit was met at 73.70%; 2) the Dislocated Workers credential attainment was not met at 70.0 %. Bruce did a great job renegotiating your credential attainment down to 70.0% therefore there is no area of concern going forward.

State Monitoring Activity: Federal law requires the state develop an oversight system to monitor all workforce programs receiving federal funds. DEO annually develops and implements this plan to monitor LWDB's. Programmatic and financial monitoring was conducted concurrently, and any findings require a corrective action plan.

PY 2019 Summary of Local Findings: In 2019 there were 9 programmatic findings, the same as 2018.

Fiscal Year 2019-2020 Summary of Results of Financial Monitoring: There were no findings, no issues of non-compliance and no technical assistance. There were 2 observations.

PY 2020 Total Statewide Funding: The state received \$214,674,200 million (-1% from last year). WIOA received 54%, Welfare Transition 24%, Wagner Peyser 12%, Veterans 5%, SNAP 3%, TAA 1% and Reemployment Assistance 1%.

PY 2020 Total Local Amount: Region 8 received \$17,002,120 million (-1% from last year). WIOA received 56%, Welfare Transition 25%, Wagner Peyser 12%, Veterans 4%, SNAP 2%, TAA 1% and Reemployment Assistance 0%.

PY 2019 Direct Client Services & Administrative Expenditures: The state requirement for administrative expenditures is 10% and that requirement was met.

PY 2019 Individual Training Account Expenditure Requirement: The state requirement is 50% of adult and dislocated worker funds be allocated to the Individual Training Account unless CSFL requests a waiver. The waiver request was 30% and Region 8 met or exceeded it at 46.79%.

PY 2018 and 2019 WIOA Work Experience Requirement: The state requires at least 20% of WIOA funds be spent on work experience. In 2018 Region 8 exceeded it at 22.79% and in 2019 was at 19.10% but has through June 30, 2020 to get to 20%. These are 2-year grants.

PY 2019 Percentage of Expenditures on Out-of-School Youth: The state requires 75% of youth funds be spent on out-of-school youth and you met and exceeded that requirement at 100%.

Questions/Comments:

Question: As a board, do we need to be concerned about anything based on the report presented? Reply: No, there were only 2 points of interest mentioned. 1) The 20% Work Experience requirement which is at 19.10% but you have until June 30<sup>th</sup> to meet it. 2) The failing Credential Attainment measure for dislocated workers but you are not on the hook for it this year nor next year. Region 8 is doing a great job negotiating goals and there are no areas of concern looking at the data. Bruce added low enrollment into training by dislocated workers is driving that credential performance down as well as negative terminations out of the program which had a dramatic impact. COVID related issues are impacting the 20% youth work experience, but we are getting expect to come in at or over 20% due to some good ideas with our contractors.

Question: How is the COVID impact affecting statewide metrics that might be informative to our region? For example, Florida Blue will not be reopening offices until early 2023 or 2024, is spending money elsewhere, and are beginning to see implications from those political and economic changes. Reply: Great question. Due to the nature of outcome measures a lot of time must pass and the availability of data must be there. Many of the performance metrics are several quarters after exit and with COVID related enrollments, effects on data will not be seen until the middle of next year. It is too early to see in the data how COVID has affected participation and/or outcomes. What we can look at now is enrollments and if they are up or down during this period. In addition, if a participant has not exited, you are not yet responsible for the outcome measures. Regions are not assessed on how long a person is served or in the system, but are assessed after a participant is done with services and how well you provided services, i.e., are they coming back into the workforce, do they have wages afterward, did they get a credential within a year after exit.

Question: Do you see similar results from the other regions and are there areas where those regions are struggling that we could learn from and not run into the same pitfalls Reply: I cannot speak to the operations of the other state regions, but can talk about their pitfalls with the data. Issues being seen statewide are: 1) Not entering the credential attainment rate in the system within the correct time period, and/or not realizing that participants without a high school diploma/GED still needed that credential as well as a credential in education or training leading up to that within 12 months after exit. Once staff training was done, the credential rates increased. 2) Measurable Skill Gains (MSG)...the MSG metric was not on this report but will be on next year's report. An MSG is anyone in education training must be measured for progress toward that credential or end goal. Many regions were not entering gains. USDOL spoke to DEO about Florida and MSG's. If Florida has a credential rate of 70-80% how can their MSG's be sub 50%. Anyone who gets a credential should be in that MSG measure and that makes sense.

Question: Does the board annually review outcome measures? Reply: Yes, and staff routinely tracks the various metrics to see where we are.

Charles Williams from DEO added at the front end we need to continue encouraging individuals to enroll in training during this time period. On the operations side, all LWBD Directors received USDOL's Training and Employment Notice that gives ideas about looking at your systems and policies to see how you can possibly make adjustments to your systems to compensate for what is happening during this COVID time period. Daniel added at a recent financial meeting, Boards are encouraged to spend all the money they can and quickly so that DEO does not revert it.

#### **Operations Update – Bruce Ferguson**

Regional unemployment for December is 4.9%. Baker 4.5%, Clay 3.9%, Nassau 4.0% and St. John's County 3.6%, Duval 5.3% and Putnam 7.2%. The picture is getting brighter.

Total employment in December 2020 was 716,900 jobs (a decrease of 25,700 jobs from last year). The highest job losses since last year were in leisure and hospitality -11.9%, retail trade -6.0%, trade, transportation, and utilities -4.4% and information technology -10.1%. Jobs increased slightly in wholesale trade 0.7% and government 1.4%.

The unemployment rates comparing Florida's Major Metro rates have Jacksonville at 4.9%, Tampa 5.3%, Ft. Lauderdale 6.6%, Orlando/Kissimmee 6.9%, and Miami/Dade 7.2%.

Center visitor comparisons, including virtual, indicate traffic is half of what it was last year, even though unemployment has increased. There was an uptick in December and hope it continues in January.

2020 job order trends dropped to their lowest level in April, bounced back during the summer into October, and then dropped in November and December. Since July, the trend from 2019 to 2020 is mirroring total number of jobs for each month. Jobs are coming back, and January 2021 numbers should be robust.

There are 260 active participants enrolled in WIOA Training Scholarships with over \$1.1 million obligated and almost \$1 million still available in training scholarship dollars. Enrollment numbers are down significantly, and staff is working diligently to get the word out that funds are available to get people reskilled. This issue is nationwide.

### **2021 Communications Outreach Plan – Rebecca Livingston**

CSNEFL is taking a proactive approach in 2021 to get the word out to the region on the services we provide to job seekers and employers. Our 2021 communications goals for our plan going forward are: Increase job seeker engagement and success (aid job seekers to make a living wage and get on a career path), provide innovative workforce solutions for businesses (in particular targeted industries), leverage partnerships to increase economic opportunity, enhance our position as industry workforce resource (through thought leadership, community outreach, and looking at new strategies and policies), and deploy internal communication strategy (ensure our team can be successful in their job).

Four high-level strategies are in place: 1) A Job Seeker campaign this spring - Moore Communications is going to help and build on the “Help is Here” campaign that they did for CSFL with the message focusing on NEFL letting the local community know there is help in their own back yard and how to access it. 2) Virtual Career Fair Campaigns – In March a large virtual career fair will be highlighted through media/news outreach. An all industry virtual career fair was held January 14<sup>th</sup> that was highlighted on the news 24 hours prior to the event and registration jumped from 130 to 246 due to the news highlight. 3) New CareerSource NEFL Website – The new user-friendly website launched making navigation easier to find information. There has already been an increase in people using the site and customers coming into the centers and asking about scholarship opportunities, etc. 4) Career televisions have been installed in all centers getting good information to job seekers and our team highlighting events, career fairs, employers with the most open jobs, etc.

For implementation: An outreach calendar was developed with information that aligns to build national and regional focuses; job seeker and business material will be updated; job seeker and business success stories we will collect and disseminated; social media, television and print will be used to get the word out; an end of the year annual program report will be done telling our story on everything done over the last year with COVID; SharePoint (out team internet) will be launched.

### **Strategic Visioning for 2021 – Chair Elaine Johnson**

As we move into the next year knowing when the world opens back up it will not look the same, and as our region continues to evolve, we need to be innovative and start planning our strategic vision. We need to think about our customers changing needs, how we will provide services, how we will message our changing engagements and objectives, what will our regional workforce look like and need in the future, conduct needs assessment, and how we are going to create an iterative process (react in real-time to changes in the marketplace). Rebecca Livingston will guide the strategic visioning discussion and Larry Fairman will write on the white board. Rebecca reminded members to use the marketing goals as an opportunity to build off and looks forward to the boards ideas that might edit these goals or for new goals.

Three “board visioning” questions will be addressed (brainstorm):

1. What are short and mid-term priorities? (With the world and things changing rapidly what should we be doing now, what should be doing in 6 months and start to move those forward as priorities).
2. How do we create disruptive innovation? (Continue to provide ever changing services to job seekers and businesses and continue that momentum going forward).
3. What is the impact on overall strategy and policy?

Short and mid-term priorities – What are the current barriers job seekers and business have as they try to engage CSNEFL?

1. Wayne McClain- As a businessperson, can we continue to make NEFL services mirror what is done in the private sector. For example, do we make it as easy or attractive to

use like companies such as “Indeed”? Staff is looking to understand the needs of business and how to best meet those needs now, so services are aligned to that of the private sector. Mr. McClain encouraged constant communication and feedback on jobs openings to the business community from CSNEFL like they get from commercial job sites. Use a more user-friendly approach like you are doing on the website...for instance if applicants come into today and apply that meet my specification.

2. Chair - We need to resource and structure our career centers. How do we balance brick and mortar with our mobile career centers and balance those delivery mechanisms especially when talking about barriers to employment and being the best kept secret? We are currently doing more virtual versus face-to-face, so brick and mortar versus mobile and person-to-person versus virtual. Then how do we define some of the things we can do to make more virtual self-service to differentiate what we do face-to-face? That is a great point and staff continues to look at that and the opportunities for us to continue to do that particularly after this past year.
3. Rebecca Livingston – Do you have ideas around virtual services or other things you are seeing that we should possibly further explore? Amy Rice stated tying into messaging and the question around data and what we see that is COVID related, the answer to that which we will probably not know is “white space”. As a short to mid-term priority, we need to try and understand our needs in a post COVID environment and how to serve those needs. We all made quick adjustments to a rapid change in the environment and did what was required and as we move out of that there will be some structural change and what does that mean for the organization? Some of that is the in-person versus virtual but there may be some messaging tie ins as well. Are there reskilling or upskilling opportunity messaging to those business sectors that have gone out of business (service and hospitality, restaurants, etc.)?
4. Mike Templeton – We need to continue to engage industry sectors (part of getting the secret out) and ensure we understand their needs and they understand our capabilities, and utilize trade associations/groups that represent industry sectors as a starting point for that dialogue. The local spokes group for manufacturing is First Coast Manufacturing Association.
5. Lucia Valdivia Sanchez – What is being done for the hard to reach and hard to serve populations in rural counties. Many segments of the Putnam County community do not have access to reliable internet. Are mobile team efforts being utilized to get people access to information either in person or through other mediums other than just relying on technology? Bruce replied that is a good point. Prior to COVID mobile teams were in the communities, but as the vaccine becomes more available and people are comfortable and safety measures in place, mobile will become part of our efforts again. We are working with our EDC partners and legislators that high speed broad band is critical to every state going forward and to make those investments and encourage those investments from the private sector. That has been a glaring gap during the pandemic because if you cannot get high speed internet you cannot work from home. Rebecca stated the key is that everyone has access to our services and delivering them in a way that individuals can get to them regardless of where they are located. It is definitely an important point that we will continue to look at.
6. Wayne McClain: Should it be a priority objective of the board to be knowledgeable of and concerned about the new administration and what affects that will have on our mission? The Chair responded that is an environmental factor that we have to consider at the federal, state and local level but for purposes of this exercise that is an external factor and a consideration but we are trying to drive the things that we can control versus the things we cannot control.
7. Mike Templeton: In looking at the youth primary indicators, stats say 60-65% of Florida youth graduating high school do not go on to secondary education opportunities and that

is the youth that is staying home and could potentially represent our resource going forward. Is there a way to expand our engagement of what CSNEFL can offer through the school system? Rebecca stated that pipeline is a critical piece, and we are looking at a work-based learning approach, apprenticeship programs, and similar areas that do not need a 4-year degree to go into a good career or pipeline. Mike stated prior to COVID, the manufacturing sector went to high school classes and were amazed that these kids had no idea what products were manufactured in NEFL and thought a 4-year college degree was needed to work in those industries. It is all about awareness and education. Jake Schickel commented that CSNEFL worked very hard with area school boards to do career academies and it took a long time to get them to accept that awareness of relating education to the real world but they are doing it and it is coming along which is good.

8. Jake Schickel: Many people are working from home, but certain jobs require hands on work (manufacturing and Amazon). Are we seeing job orders for people to work from home or is job creation for a person to work at a station? Rebecca stated we are still trying to figure out what post COVID looks like which goes to that point. Business are seeing a change, realizing people can work from home and get the work done, it is less expensive for companies to have a downtown office, and it provides more flexibility to the employee. We are seeing people moving to Florida because they can work anywhere in the country while their company is located elsewhere. The reality is work is changing and COVID has shown us the possibilities and we need to go in that direction. Of yes, there will be jobs where a person is needed but we are just now starting to see the future of work. The Chair commented on the reality that her organization is going through and has changed where companies recruit. Instead of looking for local jobs in the local market, Florida Blue has done a lot of hiring out of the area due to relocation costs and people can work anywhere, and the same holds true to NEFL talent. Jobs are now open to them outside the region and that is not what we want...we want them to stay here and grow with our targeted industries.
9. The last comment is to Larry Fairman to capture how do we create the pipeline of talent into the trades because while commercial real estate is down, residential is going through the roof and people are investing in their homes. The price of lumber and labor for home renovation has skyrocketed in the last 6 months.

#### **Next Meeting Date**

**Full Board Meeting:** April 22, 2021, (Thursday), 9:30 a.m.– 1:00 a.m., location/format TBD.

**Adjournment:** The meeting adjourned at 10:57 a.m.