

First Coast Workforce Development, Inc. (dba CareerSource Northeast Florida)

Full Board Zoom Meeting

April 22, 2021

Chair Elaine Johnson called the CareerSource Northeast Florida Full Board Zoom Meeting to order on Thursday, April 22, 2021, at 9:30 a.m. Roll call taken and a quorum established.

Board members in attendance:

- Baker: Clay Lyons

- Clay: Paul Cummins

- Duval: Elaine Johnson
Jake Schickel
Michael Templeton
Amy Rice

- Nassau: None

- Putnam: L. Wayne McClain

- St. Johns: Eda Edgerton

- Regional: Tim Hinson
Kirk Barras
Lucia Valdivia-Sanchez
Beth Payne
Angie White
Kimberly Cobb-Ray
Kevin Doyle

Excused/Absent: Dr. Joe Pickens, Diane Williams, and Darryl Register

Staff: Bruce Ferguson, Rebecca Livingston, Cheryl Taylor, Jay Loy, Steven Dionisio, Dianna

Davis, Melissa Terbrueggen, Ivette Berrios, Renee Williams, Brandy Buckingham and Diane Nevison

Others: Larry Fairman (Fairman Consulting) Dr. Linda Woodard (LDW Group LLC), Julie Hindall (JAXUSA), and others.

Welcome New Board Members by the Chair:

1. Kimberly Cobb-Ray, Executive Director, Northeast Florida Community Action Agency, Inc. She has been with the community action network 15 years and the NEFCAA is the third community action agency she has been a part of and looks forward to leveraging resources.
2. Amy Rice, Chief Executive, Sy-Klone International, a global leader and manufacturer of air filtration products for heavy equipment and industrial applications. She is an experienced executive having served on three transportation entity board of directors and is an active leader within the community.
3. Kevin Doyle, Managing Partner, Wexford Strategies, and VP of State Affairs for HBW Resources. He has 25+ years in government affairs and elected officials. He started his workforce endeavors under George Bush and was appointed to the state workforce board by former Governor Rick Scott 10 years ago and recently conclude a 3-year term as Board Chair for CareerSource Florida.

Public Comment: None Received.

***Action Items**

***Approval of January 28, 2021 Full Board Minutes and February 24, 2021 Strategic Visioning Minutes**

Motion by Wayne McClain seconded by Lucia Valdivia-Sanchez to move approval the January 28, 2021 Full Board meeting minutes and the February 24, 2021 Strategic Visioning minutes as written; motion carried unanimously.

***Policy Approval**

Three CSNEFL policies need approval. Two policies have been updated to conform to current rules and requirements, Childcare and Transportation, and the third policy is new, general Support Services. **Motion made by Lucia Valdivia-Sanchez and seconded by Tim Hinson to move approval the three policies as presented; motion unanimously carried.**

Program

Employment Update & Discussion

Board members watched the most recent video “Florida by the Numbers” on Florida’s economy by Dr. Jerry Parrish from the Florida Chamber Foundation. The Florida scorecard indicates Florida’s unemployment rate increased from last month. Currently 475,000 Floridians are looking for work. This is a good sign. People see others getting jobs and start looking for work and are listed in the unemployment numbers (otherwise they are not listed if they are sitting at home). For the first time, by the end of the month, we will see the 2020 census data from the US Census Bureau. It will have implications for many things, one of which is the number of congressional seats Florida will gain. Duval County has more jobs now than the same time last year. Florida is still recovering jobs. 750,000 jobs have been added since the low point of last year. Since January 2020, monthly job gains have Florida at 61,600 jobs for the first quarter and that number is expected to accelerate. Over the past 12 months, Florida is down 445,800 jobs, half in leisure and hospitality. Job categories vary widely but some subcategories show job growth year over year, i.e., professional, and technical services and finance and insurance. Job numbers have also changed the MSA. The heat map indicates areas with the most job loss which are most dependent on visitors from other states and countries. However, as more people start to travel to these areas that will change, and the trend should continue. The change in the counties labor force metric from last year indicates Florida continues to be higher than the U.S. with 460,000 less people in Florida’s workforce than in March 2020, but this metric should recover more this fall when kids are back in school. The change in jobs by wage level (high, middle, and low wage jobs) compared to January 2020 indicates Florida has had more high wage jobs since June 2020, and low wage jobs are down 11.3%, but when comparing Florida to the U.S., Florida is substantially better in every category (more high wage, more middle wage jobs and less of a loss of low wage jobs). Thank you.

Operations Update – Bruce Ferguson

The video presentation gives us a lead in as to what our region looks like. Regional unemployment for March 2021 is 4.5%, a slight uptick from February which could mean more people are looking for work. Regional unemployment is lower than the state 5.3% and U.S. 6.2%.

For the year, we are down 9,400 jobs (-1.3%) but are bouncing back. Financial activities gained 3,600 jobs, transportation, warehousing, and utilities 2,000 jobs, and education and health

services 600 jobs. There was a slight decrease in the job loss for leisure and hospitality, but it is still significantly higher than the other industries. We are making progress.

Financial activities grew +5.3% and education and health services +0.5%. The Jacksonville MSA had the highest annual job growth compared to all other metros in the state.

Florida major metro regional unemployment rates have Jacksonville at 4.5% followed by Tampa 4.6%, Fort Lauderdale 5.3%, Orlando 5.5%, and Miami 8.0%. These numbers impact funding and the budget.

Job Order Trends by month continue to increase with 3,200 new jobs listed across all industries in our region for March 2021. A graph chart also shows number comparisons.

Job orders by month (January 2016 to Present) indicate there is a huge drop from January to March of last year and then a big recovery in job orders from January through March 2021. This is an interesting trend to watch.

Job Order Trends - Targeted Industries indicate when job orders are broken down by industry for the last 3 months manufacturing, transportation and warehousing, finance and insurance, and health care and social assistance have the largest increase. A good trend to see.

Center Visit Comparison (Year to Year comparison) indicate this trend is slowly and steadily increasing. Since November client traffic has increased 50%, and in March we reached where we were in March 2020. We are watching to see as vaccines continue to roll out, if this stays a steady growth pattern or if there will be a large increase in center traffic. Center visit comparisons by county from 2020-2021 also indicate increased traffic across the region.

During this week's statewide conference call, we were informed the waivers for Welfare Transition and SNAP work and participation requirements will continue through May 2021. We should hear by Friday if the waiver on the job search and work registration requirements for people receiving unemployment compensation has been extended through May, otherwise the waiver ends Saturday.

Legislative Update – Bruce Ferguson

Two bills came through the House, HB 1505 and 1507, related to workforce development

and our state college and technical college systems to promote more alignment between those systems. Those 2 bills are combined into one bill, and there are several good higher levels of coordination due to what was in the bill. The bill also targets term limits for private sector workforce board members. The bill was amended from 6 years to 8 years maximum and takes effect July 1, 2021. Senate Bill 98 now mirrors the House bill and is expected to be passed and signed by the Governor. The bill also creates the office of “Reimagining Education and Career Help (REACH), within the Governor’s Office that will coordinate activities between DEO, DCF, and DOE to drive better outcomes for those going into training and really align the systems. It will take approximately one year to get all the rules and regulations associated with the bill in place to get the office up and running. Staff will continue to monitor this and hopefully be part of the rule making process and how it impacts the local level.

Strategic Visioning Update – Rebecca Livingston

Our strategic visioning process is moving forward on where we are going particularly with higher level topics. The next phases include: Larry Fairman’s team doing research and looking at white papers and other things that already exist around those key topic areas going forward; focus group sessions where will have an opportunity to talk with partners and staff to get a better feel for where our services should go in the future; interviews with opinion leaders (business, job seekers, and other workforce development organizations) to try and identify what we need to move forward with and continue to provide the best in this changing environment. Good information to report back on will be presented at our July Board meeting.

Chair question to Bruce Ferguson: Are any organization leading the drive on new jobs and targeted industries and where these jobs are at? Reply: No company specific data is available, but we work closely with FCMA and manufacturing and are getting the word out. A virtual job fair will be held May 20, 2021 with tremendous employer response. The first hour of the job fair will target high school seniors and then it will open to the public.

Wayne McClain question to Bruce Ferguson: As the CSNEFL website becomes more user friendly and the work requirement waiver for those unemployed lifted, will you see an increase in website use or more people going into the centers? Reply: It should be a mix,

but we would like to see more people utilizing the resources in the center. The challenge to that would be to continue with socially distanced resource rooms and follow pandemic protocols. We have not seen a huge demand for virtual services during this pandemic. Many people used virtual services in April, May and June 2020, but it has dropped off. That either says people coming into the centers do not have access to equipment to do it virtually or they like the one-on-one help they get in the resource rooms.

Chair Comment to New Board Members: As we talked about alignment and our targeted industries, the Chair encouraged new board members to look at the work that we did under the Elevate Northeast Florida, www.elevatenefl.com, initiative. It started in 2006 and updated in 2012 with a partnership between CSNEFL, EDC and regional partners. Since NEFL had survived the 2006 time period by identifying targeted industries and stabilized the area, you are now seeing the results of that work and as a region we are recovering more quickly. You are also hearing the term “strategic visioning” versus strategic planning which also has come from the pandemic. The board agreed early on that the way we did business needed a true control, alt, delete and needed to be changed and could not do strategic planning which implied a linear approach and that is why we are doing strategic visioning. We are taking a zero-base look at what we do, how we do it, and how we can be more effective. One of the hallmarks of this region is the board leadership and staff that has kept us in good stead as the ebbs and flow of allocations change. Just a special thanks to staff that we are not in a 911 alert.

Mike Templeton comment: Mr. Templeton wanted to give special recognition to CSNEFL staff person Roben Faircloth for her awareness and perseverance and helping and FCMA member company receive an 80% offset on the cost of the training program they were putting together with FSCJ. They did not realize they could get financial help until Roben stepped in. The Chair thanked Mr. Templeton for the recognition adding that we have many heroes on our team.

Other

Budget Allocation: Preliminary planning allocations have been received from DEO. Unemployment statistics is one of the primary drivers of the funding formula. Since our region is doing better than most other major metro areas in the state, our funding will be

less. Overall, the state got a 3% increase in Workforce Innovation Opportunity Act (WIOA) dollars across all three programs (adult, dislocated workers, and youth). However, our region will see an -11.2% decrease (\$900,000) in WIOA funding, whereas Orlando will get almost a 50% increase. Ours is a story of success, resiliency, diverse economy, and job base in NEFL and not tourism dependent like Orlando. We will see a +\$400,000 increase in our Welfare Transition funds and will have more carryforward dollars because less people went into training for the scholarships that we had available and that will help soften the blow. Having extra carryforward gives us time to make sound financial operation decisions going forward. Our budget will be ready by July 1, 2021.

Form 1 – Statement of Financial Activities: Just a reminder, Board members need to complete Form 1 Statement of Financial Activities and file it with the Supervisor of Elections of the county in which you permanently reside and send a copy to Dianna Davis, VP of Compliance for our files. The form may be filed by mail or email. To date, only 7 board members have completed the form.

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 10:15 a.m.