

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

Full Board Meeting at University of North Florida

October 28, 2021

Vice Chair Kevin Doyle called the CareerSource Northeast Florida Full Board Meeting to order on Thursday, October 28, 2021, at 9:30 a.m. Roll call taken and a quorum established.

Board members in attendance:

- Baker: Darryl Register

- Clay: None

- Duval: Elaine Johnson
Michael Templeton
Amy Rice
Diane Williams
John (Jake) Schickel

- Nassau: Duane Ziller

- Putnam: None

- St. Johns: Eda Edgerton

- Regional: Tim Hinson
Lucia Valdivia-Sanchez
Beth Payne
Angie White
Kevin Doyle

Excused/Absent: Clay Lyons, Paul Cummins, Dr., L. Wayne McClain, Joe Pickens, Kimberly Cobb-Ray, Kirk Barras

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

Terbrueggen, and Joel Hickox

Others: Larry Fairman (Fairman Consulting), Anna Lebesch, Julie Hindall, Linda Woodard, Trent Williams and others.

Public Comment: None Received.

Kevin Doyle - Welcome To New Board Member Duane Ziller, Director, Human Resources, Science Interactive.

Board members introduced themselves and the companies or organizations that they represent.

Bruce Ferguson – Acknowledged that Eda Egerton is resigning from the board and thanked her for her many years of service.

***Action Items**

***Approval of July 22, 2021 CSNEFL Full Board Minutes**

Motion made by Jake Schickel and second by Elaine Johnson to move approval the July 22, 2021, Full Board meeting minutes as written; motion carried unanimously.

Program

JAXUSA Overview and Partnership – Dr. Anna Lebesch, JAXUSA

Anna Lebesch - Thank you for having me here today. There is a lot of collaboration that happens between JAXUSA and CareerSource Northeast Florida.

JAXUSA is the economic development organization for Northeast Florida. We serve a seven-county region. The same region as CareerSource NEFL with the exception of Flagler, is also in our region as well. We are a division of the Jacksonville chamber, but I often say we are much bigger than that because of the region that we serve. Approximately a 3.3 million dollar annual budget with 145 plus private sector investors. About 70% of our budget really comes from our private sector. The remainder is with our public sector partners and CareerSource NEFL is right there at the top as one of our main partners in the region that you see along with our seven counties.

We have great partnerships with Enterprise Florida, our utilities, our port, our transportation authority, all very important partners in the economic development work that we are doing today. Many of you were probably part of the last strategic plan: Elevate Northeast Florida, and next year we will be getting into doing another one. In the last strategic plan, we really came out of the strategic plan with four areas of focus: deepening our targeted industries and intensifying the support we provide them; emboldening a global brand to recruit more talent and businesses to the area; growing an innovative ecosystem; and most importantly, empowering partnerships to advance education and workforce. This is also not news to you, but here are our regional targeted industries in our region: advanced manufacturing, financial services, health and biomedical innovation, and advanced transportation.

Talent truly is the new currency in economic development. Companies that are evaluating our region today, more than ever, look at our workforce availability, the skills, and the cost of that workforce. Every project we are working today is focused on that factor from day one.

As we identified in the Elevate strategy, strengthening our region's talent ecosystem and fostering employer engagement throughout the region, is what was of utmost importance. The regions that focus on talent development and talent alignment, along with recruitment and retention, are going to be the regions who win this next talent board. This is our current landscape in terms of the regional workforce, over 850,000 in the labor market. We have wonderful assets with our military and the region, and that is often a selling point for the companies that are considering us. Jacksonville has been recognized as one of the best places to live. And so we really are seeing ourselves recognized throughout the country as a place that people want to come to. As such, we continue to grow. And even with the new census data, coming out, this 2% annual growth rate is probably going to be higher. You also look at what has happened during the pandemic and you look at more, more recent studies on migration. This region is experiencing a significant increase in migration of individuals into the area. This is important because we need that talent to source these jobs that we have.

But let's talk a little bit about talent development. As we identified in that strategic plan, we have to continue to develop our partnerships in this area and really look at how we are developing talent and what talent we are developing. One of the things that we do at JAXUSA is we have the Talent Advancement Network (TAN). The TAN includes representatives from CareerSource NEFL, but it also includes top talent, HR individuals, top recruiters in our companies, along with individuals who are strategists around talent, who are very interested in looking at what do we need to do in our region to develop this talent. The TAN really looks at the strategies. They look at projects and key areas of focus, including ways to strengthen career pathways, enhance our workforce and build our economy along with the TAN meeting with them on a quarterly basis to keep a pulse on what is happening in each one in their companies. We also will pull together our employer stakeholders for very specific projects. Our academies, CTE and post-secondary are vitally important in this pipeline development. Representatives of these individuals also attend the TAN meetings, but more so as observers and listeners to the conversation.

In addition to TAN, we also convene what we call the Talent Advancement Partnership (TAP). The partnership, are representatives from all seven of the school districts, including the CTE directors. We meet with them at least on a quarterly basis. In fact, one of the things we have done in the past two years is we convened all seven of the superintendents in our school districts. To our knowledge, it was the first time that as business community, as JAXUSA, we brought the superintendents together and we had a conversation with them about our targeted industries, about where our industries are growing and where our demand is and how important aligning what they're doing in their programming is to building that future workforce.

We have been doing the same thing with our college presidents. In fact, next week is our meeting with our college presidents again, and to talk also with them about the talent gaps that we have identified in a region and how do we strategically look at how do we fill those gaps?

We worked collaboratively with CareerSource NEFL with our two state colleges, St John's River State College and Florida State College of Jacksonville (FSCJ). We are successful in getting a 3.6 million grant awarded to this region to really focus on building that talent.

Another example, we convened employers in fact, right here in this building on data analytics, every industry has a need and a demand for data analytics.

However, you have already heard me talk about talent alignment and talent. Alignment is a really important part of the conversation because when we did the last strategic plan, one of the things that came out the strategic plan was there was really not a good understanding

among our community members, our students, our parents, our community based organizations of the industries that we have in the region and what industries. So one of the things we have been doing as part of the follow up to that strategic plan is really been building a talent alignment initiative. Now EarnUp.org is what we call our talent development website. This was an existing website that we had developed to provide resources for high school students and veterans, our target populations. We enhanced this website in 2020 by adding the whole pathway section. Too often, when individuals are looking at careers, they are looking at data that is natural or they are looking at data that is stable they do not know what is happening in their region. So what we've done with the career pathway resources is we've developed content and information that is specific to Northeast Florida and the opportunities we have here.

We spent a lot of time building those resources in 2020. In 2021 has been a campaign year. We have been doing in person and professional development activities with secondary, post-secondary and community based organizations.

We also are doing professional development of all those organizations. Everything from principals in high schools, to counselors and advisors, to community based organizations that are providing mentoring opportunities to students. The other part that we have developed is educator resources. Including lesson plans that include the rubrics. This launched in 2020, and since that launch, we have had over 10,000 views on just that career pathways page. We have done over a hundred presentation to over 2200 participants. And you can see in the chart that right now, almost half of it has been with secondary and then community based organizations and post-secondary. Our next goal is to enhance this website with more work-based learning resources, for our region as well, really connecting the employer piece and the work-based learning to piece with our education partners as well.

One of the other features that we do that I also would mention is we do workforce briefings. Prior to the pandemic, these workforce briefings would be in person. We now do them virtually. We have more attendance by doing them virtually and it's been reported back to us that educators who have been coming to these are now actually streaming them live and in their classrooms to their students as we are doing them.

We also serve as a local college access network supported by the Florida college access network and the whole purpose of this here is really to look at how do we increase the secondary attainment in our region?

One part to this is changing that narrative that there are career pathways all along and that most jobs beyond high school require some sort of training, but a certificate, an apprenticeship program, a certification, an associate degree provide individuals just as robust opportunities as bachelor's degrees do in some cases. How do we message that narrative because oftentimes it is us, the parents of the children, that have the biggest challenge with that narrative? The second thing that we really focus on is the financial side of it, which is the biggest barrier for individuals going on to training beyond high school. We focus on doing the FAFSA events with our post-secondary partners and CareerSource NEFL joined us in, in doing some FAFSA activities as well.

We also want to be able to promote the training assistance that you have available to individuals as well. One of the things you'll see up there is the FAFSA completion by county. Florida has one of the lowest absent completion rates of the entire country and so this is something that we continually work towards because we want to not only exceed Florida's average in this region, but start to move our averages above the rest of the country.

FASFA is the federal application for student financial aid. it's the free federal application and it's a key application for financial aid.

Another aspect of what we do is talent attraction, just as we know that the development and the alignment is key. We know that we don't have enough people in the region to build the jobs that we have. So talent attraction is also one of the things we focus on. We have some of the greatest school districts in the state and a lot of our talent to go outside of this region. Part of our efforts in marketing talent and doing the career pathway conversation with our school district is we need that talent to know to come back here to work.

Our talent recruitment website is Find Your JAX. It has all kinds of resources on it, everything from information about careers to quick resource links, neighborhoods, culture, recreation, health, and wellness.

As you know, our role is also to do recruitment of companies and retention of companies and expansions in our region. It's a diversity of companies in our different targeted industries that has been a strength for our region is that we have been recruiting across all of those industries.

As we grow these industries, all the other support industries are growing as well. And you would have thought during this pandemic that things would have slowed down a little bit, but they indeed did not. This has been one of our biggest years ever. We are working some of the biggest projects we have ever worked before. Right now, we have over 66 active qualified projects. 19 of them, we have still classified as hot meaning there is a high probability those projects are still going to come to this region.

Our companies today want to know, not only do you have the workers we need today, but also you are going to be able to continue to source those workers for the future. That is where the pipeline of working with our school districts, our colleges, our community based organizations are all very important. I cannot emphasize enough how valuable this partnership is right here between JAXUSA and CareerSource NEFL.

Elaine Johnson – People are moving in but are they moving in with their jobs? So it's not necessarily adding to our talent pool and that continues the conversation I think we had even in our strategic visioning of what's the impact on remote working? So what it means is, is people move into our region, they may not be moving into our workforce. Likewise, there is a workforce beyond our regional walls and how do we tap into that?

Dr. Anna Lebesch, JAXUSA - So we have certainly had conversations about that and how do we market Jacksonville as a region that is a great region to come live in and work in? One of the things that we did in terms of external marketing is we had a social influencer campaign. We brought in some social influencers and they, on their social media, came here, spent about four days living here in Jacksonville and then did a campaign on their social media about what it was like to live and work remotely.

Elaine Johnson - My second question is the talent pool. She inquired as to how to better recruit and retain a diverse workforce.

Dr. Anna Lebesch - I was at an economic development luncheon on Monday in Clay County with Dr. Parrish who is this economist for the Chamber Foundation of Florida was there as well. We have this conversation. Every potential employee you have is extremely important in this talent pool and we are all going to have to look at our processes to ensure that we are taking care of all of them. The pandemic accelerated what was coming and so that is part of the conversations we do have. For example with the TAN, we have had conversations with them about creating the right culture so that you recruit the individuals that you want on your team. Culture is important to talent today

Jake Schickel: Asked if there has been anything done with the legislature to help people with

old or minor criminal records get back into the workforce.

Bruce Ferguson -The JAX Chamber and many chambers around have gone through the Ban the Box campaign because that is a local initiative to open it up and the chamber was very much out in front of doing that.

Amy Rice - I have a pandemic related question which is, what is the role of vaccine mandates in either attracting or dissuading how people join the workforce?

Dr. Anna Lebesch - We have not yet run into that in terms of the attraction piece yet. But I think part of that is it is a national issue and not something just exclusive to Florida. It is an issue that everybody is dealing with on a national level.

Elaine Johnson - We know we have an executive order that was issued in September. We know we are waiting for the OSHA standards to come out. We have employees in the company in every one of our 50 states, and every state is different.

Kevin Doyle - You have the elections coming up next year. There is going to be a lot of different things that we'll have to keep an eye on. We have a special session that just called as well to address vaccine mandates.

Michael Templeton - The thing that I tell companies is that Jacksonville is very attractive and new companies and businesses and jobs fields are coming. They hear about a great workforce and it is true. But guess what, that workforce is already employed. The solution has to be, how do we expand our workforce?

Kevin Doyle - That was a great discussion. I will hand it over to Bruce for operations and employment update.

Employment and Operations Update – Bruce Ferguson

Bruce Ferguson - We just got our latest statistics out last Friday, and we can see significant improvements in our unemployment rate. One, more people are working, but two, the labor force also shrunk a little bit, which is not what we want to see. That's part of the great retirement. We continue to be well ahead of the state in terms of our unemployment rate.

When you look at where the jobs are, where the growth is, you can see a year over year for the region we gained a little over 30,000 net new jobs across all industries with the exception of government did shrink by about 700. Again, leisure and hospitality continues to make huge leaps because it was the one that was most significantly impacted by the shutdown a little over a year ago. When you look at our other metros, Jacksonville and Tampa are right there together, South Florida continues to lag a bit, Miami-Dade in particular because it relies on international travel.

From our career center standpoint, we have seen an increase in the numbers. You can see we are significantly higher in client visits in September than we were in September last year. We are trending a little lower for the month of October. We are seeing a significant increase in job seekers within that number.

On the job order spectrum, it continues to be strong. We did see a slight decrease in September, but we are still well above the pre-pandemic job order level. These are our jobs that we are working directly within our system.

When we look at them by targeted industry, we track as Anna indicated what our regional targeted industries. We have done a number of hiring events, both in our centers and virtually. We participated and helped sponsor part of the Florida Black Expo.

From a training perspective, we have certainly seen a recovery in the interest of companies on our customized training. We still are lagging in what we call our individual training accounts, our individual scholarships at the colleges and the other providers. We have done a joint campaign with FSCJ to say, there is training money available and we are pushing the message.

REACH Act Implementation – Bruce Ferguson

Bruce Ferguson - The REACH Act was passed by the legislature in this past session. This is a presentation that was given to the State Workforce Board last month. It was House Bill 1507 that passed and went into effect July 1st. The whole vision behind it is to increase collaboration and cooperation. I would like to think that our region is a model for this, between JAXUSA, our education partners, and CareerSource, we do this pretty well. From a state perspective, we're looking at the main partners, the Department of Education, Economic Opportunity, the Department of Children and Families, CareerSource Florida, and within the office of the governor, there is actually a REACH Act commissioner that's spearheading this whole effort. They have named the director of that office now as Katie Crofoot.

There is a specific credentials review committee looking at more rapid credentialing. The other thing they want to ensure as a legislature is that there is no wrong door. If somebody is coming in to any one of these partners, they can get all the services that they need. Then increase accountability from a college level that on some programs, there will be a money back guarantee. If you complete the program and get your certification or your degree and you cannot find a job in that field, you get your money back.

Jake Schickel – Made a comment regarding the barriers those with a criminal record may have for getting employment.

Bruce Ferguson - From an impact on us as a local system, there are going to be some additional components, accountability measures. We are looking at ROI types of measures for us. The other is around transparency from our financial statements, budgets, compensation disclosures and so forth that we post on our website. Any contract that we have that is over \$35,000 we now post on our website.

KPMG is conducting in a feasibility study on how best to pull systems together with a common front door.

On some of these particular pieces there is going to have to be specific rule making at the state level, from the Department of Economic Opportunity such as the Eligible Training Provider List.

Kevin Doyle - I definitely look forward to hearing more from your meeting on that.

Strategic Priorities Update- Rebecca Livingston

Rebecca Livingston - In-School Youth Committee - One of the main reasons why Anna came and presented today on what JAXUSA is doing, is that we see what they are already doing, and what we're doing in partnership with them as the start, for where we're headed. We are

working to better understanding what we and our region are already doing in this area. The next step is to have a planning session with JAXUSA and CareerSource NEFL to determine next steps.

Client Centered Design - We have had a small group of team members at CareerSource NEFL who have gone through an intensive 10-week program, where we learned how to implement human center of design. We are almost through the course and now are beginning decisions on how we might utilize this process to improve services to our customers. For example, we are relooking at the current signage for our Welfare Transition Program.

Community Stakeholder Awareness- we are updating our marketing plan based on the goals of the strategic plan. Our annual report for fiscal year 2020-2021 will be released in the next few weeks.

Expanding apprenticeship and work-based learning opportunities- Coming up is national apprenticeship week, November 15th, to the 21st. We wanted to make a splash this year and get involved with what is happening so we have updated our information on our web pages regarding apprenticeships, we are doing a series of informational webinars during this time, for our team, job seekers, high schools, and parents, and employers and we are going to have an apprenticeship job fair. We are also reaching out to businesses and job seekers who have expressed an interest in apprenticeships.

Michael Templeton – made a comment about attracting talent to Jacksonville. I do not know that these statistics are still accurate, but they were a year ago, that 60% of the students who graduate high school in the state of Florida do not pursue additional education, for whatever reason. And 15% of the ones that do pursue a college degree don't finish. So, that is pushing 70% of the students in the state of Florida are students that have the potential to stay home, and they need work. If we could find a way, long term, where companies, especially manufacturing companies could employ 16 year olds as interns, get them to learn about the workforce as high school students. I can tell you, we have been to schools and students do not have any idea about our target industries, we are in Northeast Florida. So, a crazy idea I have, is that, if we can somehow have a long term plan, where we could start allowing companies to employ 16 year olds as interns. It would take a legislative effort, because there are certain rules and restrictions. It would certainly take top reach to schools, and awareness.

Kevin Doyle - Introduced Trent Williams. He runs a school for trucking credentials, throughout East Central and South Florida.

Trent Williams - I'm the president, CEO, of the largest and one of the oldest CDL schools in Central Florida. Our headquarters are in Winterhaven. We are expanding throughout central and north Florida. We just opened a new location in Sarasota.

Next Meeting Date

Full Board Meeting: January 27, 2022, (Thursday), 9:30 a.m. – 11:00 a.m., North Florida TPO
980 N. Jefferson St. Board Room, Jacksonville FL, 32209

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