



**Broward Workforce Development Board  
Employer Services Committee**  
Monday, March 10, 2025  
12:30 p.m. – 2:00 p.m.

**Zoom Meeting ID: 828 0355 5047**  
**Zoom Password: 154028**  
**Zoom Call-In: +1 646 876 9923**

**CareerSource Broward Boardroom**  
**2890 West Cypress Creek Road, Ft. Lauderdale, FL 33309**

**This meeting is being held in person.**  
**This meeting is also accessible via a Zoom video conference.**

**PROTOCOL FOR TELEPHONE/ZOOM MEETING**

1. Please state your name when making or seconding a motion. Such as “I move the item, and your name – “Jane Doe.” Please also identify yourself when asking a question.
2. Put your phone/microphone on mute when not speaking. Don’t forget to take it off when you wish to speak. Telephone users must press \*6 to mute or unmute yourself.
3. Votes in the affirmative should be “aye” and in opposition should be “no” (delays in responding sometimes make it difficult to determine the intent of the vote).
4. Please be in a quiet area free of background noise, so we may hear you clearly when you are speaking. When using Zoom, please make sure the background is appropriate or choose one of their virtual backgrounds.
5. If you are calling and must leave the call, please don’t put your phone on hold. In some cases, we will get music or recorded messages and we will not be able to conduct business.
6. If you are using your phone for audio, please identify yourself on the screen and state the last 4 digits of the number you are calling from.
7. Please note the chat function has been disabled.

**The Committee is reminded of the conflict-of-interest provisions. In declaring a conflict, please refrain from voting or discussion and declare the following information: 1) your name and position on the Board, 2) the nature of the conflict and 3) who will gain or lose as a result of the conflict. Please also fill out form 8B prior to the meeting.**

---

## MEETING AGENDA

### IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

### APPROVAL OF MINUTES

Approval of the Minutes of the 1/13 Employer Services Committee meeting.

<b>RECOMM</b>	Approval
<b>ACTION</b>	Motion for Approval
<b>EXHIBIT</b>	Minutes of the 1/13 meeting

Pages 7 – 11

### NEW BUSINESS

#### 1. AI's Transformative Influence and Actions to Address Its Impact

Consideration of the actions needed to address the impact of Generative Artificial Intelligence (AI) on our business community. AI's transformative influence on employer processes is happening now. We know that many of our current workforce will need new skills and may experience job displacement. It is critical to work with employers as they embrace the efficiencies and effectiveness of AI's power to revolutionize their workplaces and help them upskill their workforce to avoid or minimize displacement. The committee is asked to share their perspectives on this important issue.

<b>RECOMM</b>	Dependent on Discussion
<b>ACTION</b>	Motion for Approval
<b>EXHIBIT</b>	Memo #13 – 24 (BR)

Pages 12 – 15

---

**2. Industry Sessions for Job Seekers**

We are asking the committee for input on ways to promote these events. CareerSource Broward will host a series of industry sessions at the One-Stop centers, offering valuable insights for job seekers. Employers and training providers will share their expertise, provide guidance, and answer questions to help job seekers successfully enter or advance in these fields. Job seekers will also have the opportunity to apply for open positions with the employers.

**RECOMM**                      Approval  
**ACTION**                      Motion for Approval  
**EXHIBITS**                    None

**3. Updates to the Employer Services Committee Strategic Planning Matrix PY 24/25**

Consideration to review and approve the updates to the Strategic Planning Matrix.

**RECOMM**                      Approval  
**ACTION**                      Motion for Approval  
**EXHIBIT**                      Employer Services Committee Strategic Planning Matrix

**Pages 16 – 24**

**REPORTS**

**1. Business Intermediary Services Contracts Update**

This is to report on the business intermediary activities of the Greater Fort Lauderdale and Greater Hollywood Chambers of Commerce. CareerSource Broward entered into contracts with the 2 Chambers to expand employer awareness regarding our employer-based services. Under the contracts, we can reach large numbers of employers much quicker and more efficiently than we can by marketing to employers one at a time.

**ACTION**                      None  
**EXHIBIT**                      Memo #14 – 24 (BR)

**Pages 25 – 27**

---

## 2. The Source Podcast

CareerSource Broward (CSBD) is thrilled to announce the launch of The Source Podcast, a bi-monthly series delivering expert insights on workforce trends, employer services, and job seeker resources! Since kicking off in January, we've recorded three podcasts 1) SYEP 2) State of the Workforce Job Fair & Business Breakfast and 3) Worlds of Work Youth Expo—and we're just getting started! Upcoming episodes will feature 1) CSBD's Sr. Manager of Career Center Services spotlighting our job seeker services in May 2) our Vice President of Business Relations discussing the power of our services to employers in July 3) BWDB Chair Jim Ryan providing leadership perspectives in September and 4) our CSBD economist offering insights on economic and workforce trends in November. With a full calendar of exciting topics ahead, The Source Podcast is your go-to for all things workforce! It is available on our social media platforms.

**ACTION**                      None  
**EXHIBIT**                     None

## 3. 2nd Annual State of the Workforce Employer Breakfast and Job Fair

On 1/29, CSBD, in partnership with the Fort Lauderdale, Hollywood, and Pompano Beach chambers of commerce, hosted the 2nd Annual State of the Workforce Employer Breakfast and Job Fair at the Broward County Convention Center. It was a record-breaking success, bringing over 2,200 job seekers to connect with 200 local employers. We partnered with 1) Visit Lauderdale for free parking and 2) Broward County Transit for complimentary transportation from economically distressed zip codes. In addition to social media and a live radio broadcast on 102.1FM - Voice of the Caribbean, we also had television coverage! We surveyed employers about their experience at the job fair and 100% of respondents indicated they were very satisfied or satisfied with their overall experience!

**ACTION**                      None  
**EXHIBIT**                     [State of the Workforce Job Fair Highlights](#)

## 4. Update on Worlds of Work (WOW) Youth Career Exploration Event

CSBD, in partnership with the School Board, will host the 2025 Worlds of Work (WOW) on 3/11 at the Amerant Bank Arena. WOW is an immersive experiential learning event where youth in the 9th and 10th grades will learn about in-demand career pathways that align with their interests. New this year, we added 1) education 2) government and 3) professional services "worlds" that will include occupations in legal services, marketing and finance/banking.

**ACTION**                      None  
**EXHIBIT**                     None

---

**5. The Source Newsletter**

CSBD created a newsletter as part of our Marketing & Communications Strategic Plan for PY 24/25. The newsletter provides elected officials, community partners, employers, and stakeholders with information on signature events such as the Paychecks for Patriots Career Fair, the Summer Youth Employment Program, and the State of the Workforce Job Fair. The aim is to increase awareness of our services and highlight CSBD’s critical role in connecting employers with job seekers.

**ACTION** None  
**EXHIBIT** [The Source Newsletter](#)

**6. Summer Youth Employment Program (SYEP) Update**

Our online Summer Youth Application Portal resulted in nearly 3,300 applications from youth interested in summer employment. Approximately 1,200 youth will be enrolled and will receive an 8-week meaningful work experience earning \$14 per hour. At this time, the employer portal is also open, and we are looking for private employers, not-for-profit organizations, and municipalities to become worksites for the youth over the summer. The program offers employers an incredible opportunity to empower the next generation by shaping our youth for future careers today! Time is running out for employers to express interest, and worksite slots are going fast. We are asking the members to distribute the link to the flyer to their network of employers to make them aware of this once-in-a-summer opportunity!

**ACTION** None  
**EXHIBIT** [SYEP Employer Flyer](#)

**Page 28**

**7. Unemployment Release**

There is no report this month due to “benchmarking” which happens each year at this time when the previous year’s statistics are “trued up.” The January report will be issued on March 17<sup>th</sup>. February labor statistics for Florida will be released on March 28<sup>th</sup>. CSBD’s Economic and Workforce Dashboard allows website visitors to review the current and historical economic and workforce status of Broward County. The dashboard is a value-added resource allowing businesses and those looking to move to Broward the ability to make data-informed decisions.

**ACTION** None  
**EXHIBITS** [CareerSource Broward Dashboard](#)

---

**MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR**

**MATTERS FROM THE EMPLOYER SERVICES COMMITTEE**

**MATTERS FROM THE FLOOR**

**MATTERS FROM THE PRESIDENT/CEO**

**ADJOURNMENT**

<b>THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS MAY 5, 2025</b>
--



**Broward Workforce Development Board  
Employer Services Committee**  
Monday, January 13, 2025  
12:30 p.m. – 2:00 p.m.

**Zoom Meeting ID: 813 7908 7223**  
**Zoom Password: 292150**  
**Zoom Call-In: +1 646 876 9923**

## **MEETING MINUTES**

**CareerSource Broward Boardroom  
2890 West Cypress Creek Road, Ft. Lauderdale, FL 33309**

**The committee was reminded of the conflict-of-interest provisions.**

**ATTENDEES IN-PERSON / VIA ZOOM:** Michael Goldstein, Mark Schaunaman, Vanessa Roc-Cantave, and Paul Farren, who chaired the meeting.

**STAFF:** Carol Hylton, Tony Ash, Mark Klinecicz, and Sonia Harriott.

### **APPROVAL OF MINUTES**

Approval of the Minutes of the 11/4 meeting.

Paul Farren introduced the item and asked if anyone had any questions or changes to the minutes. Hearing no further discussion, Mr. Farren asked for a motion to approve.

**On a motion by Paul Farren and seconded by Michael Goldstein, the Employer Services Committee unanimously approved the minutes of the 11/4 meeting.**

### **NEW BUSINESS**

#### **1. Accept City of Pompano Beach Career Pathways Funds**

Considered the acceptance of \$199,948 from the City of Pompano Beach to fund work experience opportunities for up to 18 Pompano Beach residents. The funds will be used to address skill gaps in the city's workforce by providing targeted work-based training and career development opportunities in high-demand trades such as 1) electrical 2) welding 3) carpentry 4) HVAC and 5) plumbing. In addition to paid internships, participants will receive financial assistance to purchase attire, tools, and other materials related to the internship. CSBD outreach team will identify internship opportunities and will work with prime contractors to facilitate job placement after completion of the internship.

Mr. Farren introduced the item and asked Tony Ash to provide an explanation of the item. Mr. Ash explained that this collaboration with the City of Pompano Beach will provide skills training and employment to economically disadvantaged residents of the city. He added that each participant will be assigned a CSBD success coach and will be eligible to receive transportation assistance to get to work, work attire, and accessories such as tools needed to perform their duties.

---

**On a motion by Mark Schaunaman and seconded by Paul Farren, the Employer Services Committee unanimously approved the acceptance of \$199,948 from the City of Pompano Beach to fund work experience opportunities for up to 18 residents of Pompano Beach.**

**2. 2<sup>nd</sup> Annual State of the Workforce Breakfast and Job Fair**

CSBD, in partnership with the chambers of commerce in Fort Lauderdale, Hollywood, and Pompano Beach, is hosting the second annual State of the Workforce Breakfast and Job Fair on 1/29 at the Broward County Convention Center. CSBD is coordinating the job fair where over 150 employers will discover top-notch talent. We are partnering with Broward County Transit to provide complimentary transportation to job seekers from economically distressed zip codes. The Chambers are presenting the networking breakfast where attendees will learn about the latest workforce trends. Marketing to employers and job seekers for the event is executed through 1) targeted digital advertisements through geofencing 2) social media and 3) e-blasts. It is recommended that the Employer Services Committee provide input on additional ways to promote the event.

Mr. Farren introduced the item and invited Mr. Ash to provide further details to start the discussion.

Mr. Ash shared that currently, over 800 job seekers have pre-registered, and we have 150 employers signed up to participate, with more planning to join. He added that the Chambers are finalizing the planning for the networking breakfast. Carol Hylton added that our goal is to exceed the attendance numbers from last year's breakfast and job fair. To assist us, we are asking the committee for additional ideas for promoting the event so we can reach our goal.

Mr. Farren recommended continuing promotion on the various social media platforms. Michael Goldstein offered to share the flyer with employers in his network. Mark Schaunaman added that he would share the information with employers in the construction trades as well.

Vanessa Roc-Cantave asked if we could consider using interns to distribute the flyers in the community. Ms. Hylton expressed appreciation for the idea and responded that we employ a community outreach liaison who is tasked with engaging the community about our services and business outreach staff to engage employers to promote the event. Ms. Roc-Cantave stated she was not aware we had a community outreach staff person and that having that staff was a great way to spread the word.

**On a motion by Paul Farren and seconded by Michael Goldstein, the Employer Services Committee unanimously approved the additional marketing for the event through ESC members sharing the information with their business networks.**

**3. 2025 Worlds of Work Youth Career Exploration Summit**

CSBD, in partnership with the School Board of Broward County, will host the 2025 Worlds of Work (WOW) Youth Career Exploration Summit on 3/11, from 8:30 am to 12:30 pm at the Amerant Bank Arena. WOW is an immersive experiential learning event where youth in the 9th and 10th grades will learn about in-demand career pathways that align with their interests. New this year, we are adding 1) education 2) government and 3) professional services "worlds" that will include occupations in legal services, marketing and finance/banking. We are asking the committee to share the exhibitor and supporter opportunities with the business community and to suggest employers who can assist with showcasing the new worlds.



---

Mr. Farren introduced the item and asked Mark Klincewicz if he had anything to add. Mr. Klincewicz shared that outreach to employers to participate as exhibitors has begun. Mr. Goldstein expressed excitement about his company, LAN Infotech, participating and added that it is a great event for the youth.

Mr. Farren then asked if anyone on the committee had any employer leads that staff could reach out to, to see if they might be interested in participating as an exhibitor. Hearing none, Mr. Farren asked that the members share the exhibitor and supporter information with their networks.

**On a motion by Paul Farren and seconded by Michael Goldstein, the Employer Services Committee unanimously approved sharing the information on exhibitor and supporter opportunities with their business contacts.**

#### **4. Local Employer Awareness and Satisfaction Survey**

Every two years, CSBD conducts a survey of employers to measure awareness and customer satisfaction of our services. This year's survey is designed to capture the voice of the customer to collect data on workforce challenges businesses are facing and how they are preparing for emerging workforce impacts. Responses to the survey will be used for continuous improvement initiatives such as developing value-added workshop content and to establish a list of guest speakers for our Workforce Wednesday seminars. It is recommended that the Employer Services Committee review, provide input, and approve the questions for the employer awareness and satisfaction survey.

Mr. Farren introduced the item and invited Mr. Tony Ash to provide an overview of this year's survey instrument.

Mr. Ash stated that the Local Employer Awareness and Satisfaction Survey is a great way to obtain employers' input on any workforce challenges that businesses may be facing. New this year, we are asking questions about recruitment and retention during the Silver Tsunami and the great unretirement. He added that feedback would be sought on collaboration with neighboring workforce boards on initiatives like joint job fairs.

Mr. Farren stated that the survey questions are very comprehensive. Mr. Goldstein added that it is a great survey.

**On a motion by Paul Farren and seconded by Mark Schaunaman, the Employer Services Committee unanimously approved the local Employer Awareness and Satisfaction Survey.**

#### **5. Updates to the Employer Services Committee Strategic Planning Matrix PY 24/25**

Considered the approval of the updates to the Strategic Planning Matrix.

Mr. Farren introduced the item and invited Mr. Ash to review the progress staff has made toward completing the objectives. Mr. Ash reviewed the matrix and drew specific attention to the various benchmarks and deliverables that had been achieved.

Mr. Farren thanked Mr. Ash for the thorough overview and opened the floor to the members to see if they had any questions.

---

Mr. Goldstein stated that he attended a recent presentation where FAU's Small Business Development Center (SBDC) had positive things to say about its collaboration with CSBD. He congratulated staff.

Mr. Farren commended staff on the progress outlined in the Matrix. Ms. Roc-Cantave also congratulated staff on the work in the Matrix.

**On a motion by Paul Farren and seconded by Mark Schaunaman, the Employer Services Committee unanimously approved the updates to the Employer Services Committee Strategic Planning Matrix for PY 24/25.**

## REPORTS

### 1. Marketing & Communications Strategic Plan PY 24/25 Mid-Year Progress Report

CSBD has achieved significant progress on our Marketing & Communications Strategic Plan for PY 24/25, focusing on four key priorities 1) enhancing media relations 2) executing targeted marketing campaigns 3) increasing social media engagement and 4) strengthening partnerships with key stakeholders. Signature events such as the Paychecks for Patriots Job Fair, the Summer Youth Employment Program, and the upcoming State of the Workforce Job Fair have effectively increased public awareness, strengthened community engagement, and highlighted CSBD's critical role in connecting employers with job seekers further solidifying our presence and impact in Broward County.

Mr. Farren reviewed the item and asked Mr. Klincewicz if he would summarize the report. Mr. Klincewicz highlighted the progress and achievements in areas such as our increased local and national media engagement, successful marketing campaigns, and the growth in our social media platforms.

### 2. Report on Aviation Industry Employer Forum

CareerSource Broward held an aviation employer forum on 11/7. The forum was attended by twenty-three (23) individuals, in person and virtually, representing employers, education, the Education and Industry Consortium, and workforce development. The objectives of the forum were to discuss 1) best practices, skill gaps, talent shortages, and training needs and 2) identify actionable strategies to address the skill gaps. Some of the strategies that were developed include a) hosting an aviation industry-related job fair b) placing youth in summer internships and c) industry employers posting vacancies in Employ Florida. CSBD has already begun work on engaging industry employers about participating in SYEP as worksites, posting job orders in Employ Florida, and planning for a job fair in May. A report on the success of the strategies implemented will be presented at the next forum planned for November.

Mr. Farren reviewed the item. Mr. Ash thanked Ms. Roc-Cantave for attending the forum.

### 3. Unemployment Release

The unemployment rate in Broward County was 3.4 percent in November 2024. This rate was 0.4 percentage points higher than the region's year-ago rate. In November 2024, Broward County's unemployment rate was 0.2 percentage point lower than the state rate of 3.6 percent. Out of a

---

labor force of 1,082,214, down 11,492 (-1.1 percent) over the year, there were 36,977 unemployed Broward County residents. The dashboard is a value-added resource allowing businesses the ability to make data-informed decisions.

Mr. Farren reviewed the report. There was no further discussion.

**MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR:** None.

**MATTERS FROM THE EMPLOYER SERVICES COMMITTEE:** None.

**MATTERS FROM THE FLOOR:** None.

**MATTERS FROM THE PRESIDENT/CEO**

Ms. Hylton shared that the Summer Youth Employment Program portal is open and that the program begins on 6/9. So far, over 2,100 youth have applied.

Ms. Hylton stated that the manufacturing career pathways video is in the final production stage and will be released soon. She added that the videos for the healthcare and marine industries were completed and distributed throughout the county, including to community, education and chamber partners, and industry associations.

Ms. Hylton informed the committee that CSBD's Apprenticeship Navigator came on board recently and will work to expand Registered Apprenticeships (RA) and RA OJTs in the targeted industries. She added that we would coordinate an introductory meeting with Mr. Schaunaman to discuss how CSBD can assist with apprenticeship programs in his industry. Mr. Schaunaman said that was a great idea.

**ADJOURNMENT**

**1:25 p.m.**

<b>THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS MARCH 10, 2025</b>
---

---

**Memorandum # 13 – 24 (BR)**

**To:** Employer Services Committee

**From:** Carol Hylton, President/CEO

**Subject:** AI's Transformative Influence And Actions to Address Its Impact

**Date:** March 4, 2025

**SUMMARY**

Consideration of the actions needed to address the impact of Generative Artificial Intelligence (AI) on our business community. AI's transformative influence on employer processes is happening now. We know that many of our current workforce will need new skills and may experience job displacement. It is critical to work with employers as they embrace the efficiencies and effectiveness of AI's power to revolutionize their workplaces and help them upskill their workforce to avoid or minimize displacement. The committee is asked to share their perspectives on this important issue.

**BACKGROUND**

AI, in the context of workforce development, refers to the ability of technology to think like humans and perform tasks currently being performed by workers. This includes decision-making, problem-solving, data analysis, natural language processing, and even creative tasks as well as routine tasks. The application of AI in the workplace spans:

- Automation – Handling repetitive tasks to improve efficiency.
- Data Analysis – Processing large amounts of data for insights and predictions.
- Decision Support – Strategic decision-making using predictive analytics.
- Chatbots / Virtual Assistants – Customer support and internal help desk services
- Personalization – Customizing customer and employee experiences
- Cybersecurity – Identifying threats and protecting data.
- HR/Recruitment – Screening, analyzing engagement, & automating administrative tasks.

**DISCUSSION**

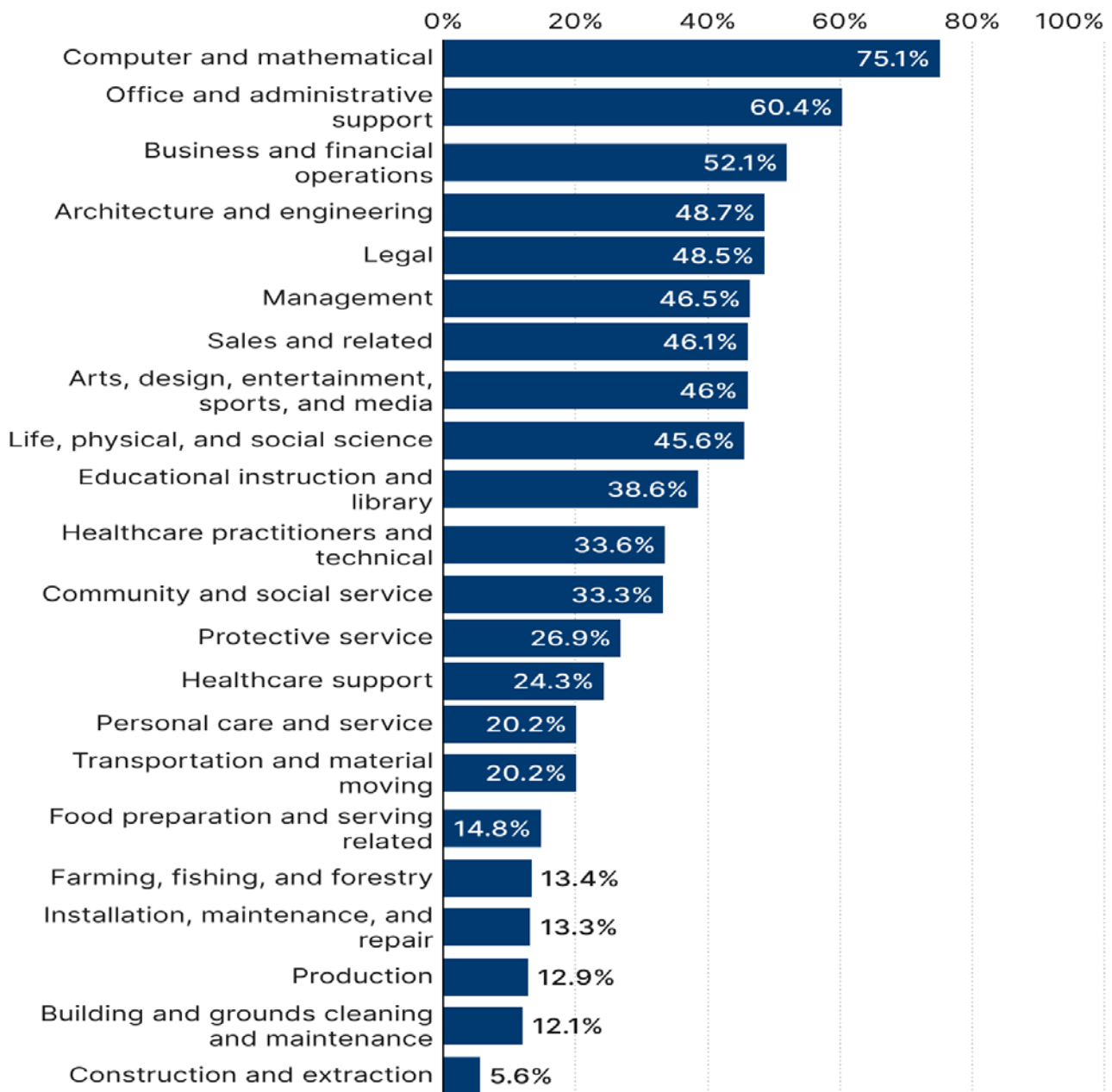
AI transforms industries by increasing productivity, reducing errors, freeing employees to focus on more complex and creative tasks. In the IT sector, for example, demand is increasing for IT professionals who can work using tasks that require human judgment and creativity. But According to the Wall Street Journal, AI's ability to automate tasks traditionally performed by IT professionals is leading to job displacement in certain areas such as 1) creating code, handling routine maintenance tasks and managing data centers. The IT unemployment rate rose to 5.7% in January 2025, partly due to AI-driven automation.

AI is affecting not just IT but all industry sectors. AI tools such as ChatGPT are taking over routine tasks being performed by workers in middle and low-wage jobs. ChatGPT, can mimic non-routine skills and interactive traits that just a few years ago “experts” considered impossible

for computers to perform. These skills include programming, prediction, writing, creativity, projecting empathy, communication, persuasion, and analysis.<sup>1</sup>

The chart below taken from a recent Brookings study depicts workers and industries most likely to be affected as AI marches forward. The table illustrates the percentage of tasks performed by workers in the occupations listed that are predicted to be performed using AI. As can be seen in some cases job duties will be reduced by at least 50%.<sup>2</sup>

**Chart: The Share of Tasks That AI Can Reduce the Time to Complete by 50% or More**



<sup>1</sup> Source: OpenAI and the University of Pennsylvania *working paper*.

<sup>2</sup> *Generative AI, the American Worker, and the Future of Work*, Brookings, 10/10/24.

Listed below are 7 of our most in-demand occupations and those tasks which are already being transferred to AI by employers.

1) **Aviation**

- Drones
- Pilotless air taxis
- Flight bookings
- Predictive maintenance

2) **Marine**

- Design and engineering
- Robotics AI Machining for improved precision in cutting and welding
- Predictive maintenance through monitoring
- Supply chain optimization and inventory management

3) **Healthcare AI-driven technologies**

- Diagnostics
- Personalized medicine
- Robotic surgeries,
- Detecting cancers early
- Genomics for new drugs
- Better medical image reading
- Managing patient records, & streamlining administrative tasks

4) **Construction**

- Project planning
- Safety and Monitoring
- Robotics – bricklaying, welding, 3D printing

5) **Hospitality**

- Customer & Concierge services
- Dynamic pricing
- Targeted marketing strategies
- Reputation management by scouring social media
- Optimize Menus & food orders
- Staff scheduling for efficiency
- Surveillance

6) **Banking/Finance**

- Fraud detection
- Credit scoring
- Investment strategies
- Automated customer service.
- Security
- Trading - high-frequency trades, faster than human traders
- Robo-advisory advice tailored to individuals' financial goals & risk tolerance.

7) **Manufacturing**

- Industrial automation improving production processes, reducing waste, & higher-quality products.
- Predictive maintenance to reduce downtime & costs.
- Robotic Processes for repetitive tasks, such as assembly line operations, packaging, and quality inspections.

AI is set to reshape various industries leading to significant shifts in the job market. These changes have profound implications for workforce development, requiring upskilling, reskilling, and strategic adaptations to mitigate job displacement while leveraging AI's benefits.

The need to address the opportunities associated with AI's impact on jobs, skills, and labor markets is now. Earlier this month during our Education and Industry Consortium meeting we began the discussion and learned that AI is being incorporated into high school and college curricula.

Some key policy considerations for Committee discussion are:

- What is CSBD's role in helping small and medium-sized businesses optimize to become more effective and efficient as a result of advances in AI?
- As conveners how can we contribute to the dialogue that needs to happen between business and education about the skills needs of the future?
- What can CSBD do to include the Prosperity zip codes to ensure access to AI training and tools so they can participate in this economic revolution?

We are asking the committee to provide insight on how AI is impacting their industry and to suggest initiatives that CSBD can consider. We will include the committee's recommendations in the materials presented at the annual planning session.

### **RECOMMENDATION**

Discussion of initiatives designed to assist the targeted industries in adapting to the impacts of AI.



A proud partner of the  
AmericanJobCenter  
network

# EMPLOYER SERVICES COMMITTEE

Strategic Planning Matrix for PY 24/25

Jim Ryan, Board Chair

Francois Leconte, Employer Services Chair

Carol Hylton, President/CEO

**CONNECTING • REIMAGINING • INNOVATING**

**Transformative Partnerships For Tomorrow's Workforce**



**CareerSource Broward Mission:**

To provide innovative solutions through the professional delivery of quality services which consistently and effectively meet workforce needs.

**CareerSource Broward Vision:**

To be the premier workforce agency facilitating better jobs and providing quality workers that enhances the quality of life and builds a sustainable economy for Broward County.

**Employer Services Committee Goal:**

To provide a broad range of workforce information, job matching, and employee training services customized to meet industry demands; develop initiatives that educate employers on best practices critical for maintaining a strong, stable workforce; and foster collaborative partnerships with the business community.

**CareerSource Broward Strategic Goal #2:**

**Maintain our Role as Workforce Development Leaders Through Advocacy by the Board, Collaboration, and Providing Information and Intelligence to Stakeholders with Feedback from the Community.**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.0 Create and send a link to BWDB members to add in the signature line of their work email as a way to promote CSBD.	2.0.1 Work with the IT Department to create instructions on how to add the CSBD logo with an embedded link and tagline to their email signature.  2.0.2 Distribute the linked logo and instructions to the Board members.	Instructions are created.  Instructions are distributed to the Board and committee members.	1/2025  1/2025	<b>Completed:</b> CSBD created a badge with our logo and a "Proud Supporter" or "Proud Board Member" insignia and developed instructions that Board and Committee members can use to add it to their email signature lines.  <b>Completed:</b> CSBD distributed the linked logo and instructions to Board and Committee members.
2.1 BWDB members to forward notifications and invitations of upcoming business events that CSBD could attend, if applicable to our goals and objectives.	2.1.1 CSBD staff to send periodic email reminders to Board members.	A minimum of 5 events were attended by recommendation of Board members.	3/2025	<b>Completed:</b> The following events were attended based on BWDB member recommendations:  <ol style="list-style-type: none"> <li>1) 5/28/24 – Summer Building Trades Meeting</li> <li>2) 6/17/24 – Good Jobs Tour with USDOL Secretary Julie Su</li> <li>3) 9/13/24 – Broward County Executives Roundtable</li> <li>4) 11/7/24 – Fall Building Trades Meeting</li> <li>5) 1/9/25 – State of the City Address with Mayor Josh Levy</li> <li>6) 1/17/25 – YMCA – MLK Inspiration Breakfast</li> <li>7) 1/30/25 – Florida Chamber Foundation 2025 Economic Jobs Summit</li> <li>8) 1/30/25 – Fort Lauderdale Executive Airport Ace Awards</li> <li>9) 2/20/25 – Locality Bank Anniversary Celebration</li> <li>10) 2/20/25 – Alliance of Entrepreneur Resource Organizations of South FL. Business Expo</li> <li>11) 3/5/25 – Broward County’s 17<sup>th</sup> Annual State of the County Forum</li> </ol>

**STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.**

**CareerSource Broward Strategic Goal #2:**

**Maintain our Role as Workforce Development Leaders Through Advocacy by the Board, Collaboration, and Providing Information and Intelligence to Stakeholders with Feedback from the Community.**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.2 Research ways to connect with small businesses and educate them on how CSBD is a resource, particularly those that have not used our services before.	2.2.1 Expand the partnership with the Small Business Development Center (SBDC) at FAU.	A meeting is held with the FAU SBDC, and a plan for collaboration is created, including presenting CSBD services to small businesses at the SBDC.	4/2025	<p><b>On Target to Be Completed in April:</b> Met with FAU SBDC and agreed on points to promote each other's services. CSBD will present at two of their quarterly meetings, beginning in March, and SBDC will present at our Workforce Wednesday session on 4/30. Through our collaboration with the SBDC, staff met with FAU's VP &amp; Provost of the FAU Broward campuses to start the process of including CSBD content in the FAU newsletter. Information about 1) the State of the Workforce Job Fair and 2) the Summer Youth Employment Program was included in the January and February newsletters, respectively.</p>
	2.2.2 Engage with SCORE Broward to explore partnership opportunities.	A meeting is held with SCORE Broward and a partnership plan is implemented.	3/2025	<p><b>Completed:</b> Staff met with SCORE Broward and, as a result:</p> <ol style="list-style-type: none"> <li>SCORE participated in the State of the Workforce Job Fair as a community partner</li> <li>SCORE was a featured presenter at the Workforce Wednesday seminar on 2/5.</li> </ol> <p>Additionally, CSBD will present our employer services at an upcoming meeting of SCORE's volunteer business coaches. The presentation date is pending confirmation from SCORE.</p>
	2.2.3 Research and engage small business development centers at Broward College, NOVA, the School Board of Broward County, and other ITA partners.	Research is conducted, and meetings are held with the applicable small business development centers to implement partnership strategies.	4/2025	<p><b>Completed:</b> Research completed. Only SBDC and SCORE offer services to small businesses.</p> <p>CSBD convened a meeting with the US Small Business Administration (SBA) who flew in from Atlanta. As a result, to engage small businesses, SBA 1) provided materials to CSBD regarding business disaster loans and resiliency resources and we created a landing page and posted the information on our website to connect their services with small businesses 2) attended the State of the Workforce Job Fair in January and 3) is scheduled to give a presentation at the Workforce Wednesday session on 4/2 about Hurricane Resiliency Preparation for Employers, which will be advertised and marketed ahead of time to employers.</p>

**STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.**

**CareerSource Broward Strategic Goal #3:**

**Encourage employers by engaging and identifying their needs, and educating and connecting them to the workforce system to produce innovative workforce solutions.**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.2 Research ways to connect with small businesses and educate them on how CSBD is a resource, particularly those that have not used our services before. <b>Cont.</b></p>	<p>2.2.4 Create outreach materials specifically for small businesses that market CSBD's value proposition.</p>	<p>Marketing materials are created and used by the employer outreach team to engage small businesses.</p>	<p>12/2024</p>	<p><b>Completed:</b> Marketing materials for the work-based training grants were updated to include the value proposition of the funds that employers can save to their bottom lines. The materials are now part of the outreach packet provided to employers.</p>
	<p>2.2.5 Attend a small business conference to network with subject matter experts to learn best practices for marketing workforce services to small businesses.</p>	<p>A conference is attended, and best practices are implemented, if feasible.</p>	<p>3/2025</p>	<p><b>Completed:</b> Staff researched upcoming small business conferences, and we attended the following:</p> <ol style="list-style-type: none"> <li>1. Alliance of Entrepreneur Resource Organizations of South FL. Business Expo on 2/20</li> <li>2. City of Lauderdale Lakes' Small Business Forum on 3/1</li> <li>3. South Florida Small Business Expo on 3/6</li> </ol> <p>We are planning to attend the following:</p> <ol style="list-style-type: none"> <li>1. Broward Business and Beyond (5/9/25)</li> <li>2. SBDC Small Business Success Summit (8/18-8/19/25 in Tampa)</li> </ol>
	<p>2.2.6 Explore the feasibility of approaching start-up entrepreneur lenders such as venture capitalists to explain our services so that they can pass the information on to their customers.</p>	<p>Research is conducted, and presentations are made to a minimum of five lenders or business groups.</p>	<p>2/2025</p>	<p><b>Completed:</b> Five Rotary Clubs, which are made up of small businesspeople and entrepreneurs, have received additional presentations. Two remaining Clubs have booked calendars and will let us know when they are available for a presentation.</p> <p>Staff also researched and identified the following venture capital firms:</p> <ol style="list-style-type: none"> <li>1. The Venture Mentoring Team—We presented on 1/15/25. They will also share information about our work-based training programs with their 280 mentors and</li> <li>2. Las Olas Venture Capital: We provided information about our employer's services, which they then shared with their members.</li> </ol>

**STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.**

**CareerSource Broward Strategic Goal #3:**

**Encourage employers by engaging and identifying their needs and educating and connecting them to the workforce system to produce innovative workforce solutions.**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>3.0 Explore creating podcasts and/or lunch and learns for employers, including inviting board members who are subject matter experts to make presentations.</p> <p>3.1 Consider ways to partner with large companies to create training programs for emerging occupations in the targeted industries.</p>	<p>3.0.1 Research podcasts hosted by other workforce boards in Florida.</p> <p>3.0.2 Develop and implement a podcast calendar for the program year to include the topics and guests.</p> <p>3.1.1 Identify and engage employers with 250+ employees to assess their workforce needs.</p>	<p>Research is conducted and used, where feasible, to develop CSBD's podcasts, including topics, podcast length, and format.</p> <p>A calendar is created, and podcasts are published every other month.</p> <p>Engage a minimum of 6 large employers and develop</p> <ol style="list-style-type: none"> <li>1) candidate recruitment</li> <li>2) onboarding</li> <li>3) training and</li> <li>4) upskilling (work-based training OJT, IWT, and Customized Training).</li> </ol>	<p>3/2025</p> <p>3/2025</p> <p>3/2025</p>	<p><b>Completed:</b> Staff researched CareerSource Tampa Bay and CareerSource Central Florida, which both have (audio only) podcasts available on Spotify. Mayor Levy, Chair of our Council, emphasized the importance of video content, stating that it helps identify the people being interviewed and creates a more personal connection. We purchased and tested our equipment to record short podcasts. A podcast about the State of the Workforce Job Fair and Business Breakfast was released in January, and a podcast on the Worlds of Work Youth Expo was released in March.</p> <p><b>Ongoing:</b> The calendar has been developed for bi-monthly podcasts.</p> <p><b>Completed:</b> Staff researched and identified over 40 companies with 250+ employees. The following companies met with staff, who presented tailor-made employment solutions based on their specific needs on how to utilize our services for their candidate recruitment, onboarding, training, and upskilling needs.</p> <ol style="list-style-type: none"> <li>1. Spirit Airlines</li> <li>2. Heico Corp</li> <li>3. HCA Florida Healthcare and</li> <li>4. Tow Boat US</li> <li>5. Broward Health and</li> <li>6. Memorial Healthcare</li> </ol> <p>We developed training grants with two of these employers and are developing grants with Derektor Marine. Over 25 of these employers participated in the Paychecks For Patriots and State of the Workforce Job Fairs.</p>

**STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.**

**CareerSource Broward Strategic Goal #3:**

**Encourage employers by engaging and identifying their needs and educating and connecting them to the workforce system to produce innovative workforce solutions.**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>3.2 Continue to strengthen relationships with employers, economic development, and community partners.</p>	<p>3.2.1 Identify three Broward cities with the highest unemployment and partner with their economic development offices and meet with them to develop ways to partner.</p>	<p>Research completed and strategies implemented to partner with them.</p>	<p>3/2025</p>	<p><b>Completed:</b>                      Research was completed and the following Broward cities with the highest unemployment rates were identified:</p> <ol style="list-style-type: none"> <li>1. Pompano Beach 3.9% - Met with the city on 11/7. We are in the process of developing an agreement with the city to serve as a paid internship worksite for approximately 12 to 18 participants.</li> <li>2. Oakland Park 3.3% - Met with the city on 1/3. Information about the State of the Workforce Job Fair will be included in the city's newsletter. We will also partner to hold a neighborhood job fair in the Summer.</li> <li>3. Lauderhill 4.2% - Met on 1/8 and agreed to collaborate to share information about CSBD's services in their newsletter. The city is also coordinating introductions between CSBD and the city's large employers, such as Fassmer Service of America.</li> <li>4. Dania Beach 3.8% - Met on 1/21. Information about our employer services will be shared with attendees of the city's Business Academy.</li> <li>5. Lauderdale Lakes 4.2% - Met on 1/22. The city will share information about CSBD in its digital newsletter, and we will partner to hold a neighborhood job fair later in the year. Additionally, we participated in their Small Business Forum on 3/1.</li> </ol>
<p>3.3 Consider sharing the success of the partnership with the Greater Fort Lauderdale and Greater Hollywood Chambers of Commerce with other Chambers to encourage them to share our services with their business members.</p>	<p>3.3.1 Create testimonial social media content about the value of the partnerships, including the value-added services, and share it with all Chambers.</p>	<p>Testimonial social media content is created and shared with the Chambers and their members.</p>	<p>3/2025</p>	<p><b>Completed:</b></p> <ol style="list-style-type: none"> <li>1. In September, CSBD developed and presented a breakout panel discussion to a packed audience at the State Workforce Summit in Orlando. Content from the session was shared on social media.</li> <li>2. Short testimonial videos from the Chambers about the value of partnering with CSBD were recorded and posted to social media.</li> <li>3. Our partnerships with the Chambers were highlighted at the CareerSource Florida Board of Directors Meeting.</li> <li>4. We've been nominated for the National Association of Workforce Board's Laurie Moran Partnership Award, which recognizes Chambers and workforce boards that have formed a significant partnership to advance their region's workforce and economic development. The award winner will be announced during their conference in March.</li> </ol>

**STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.**

**CareerSource Broward Strategic Goal #3:**

**Encourage employers by engaging and identifying their needs, and educating and connecting them to the workforce system to produce innovative workforce solutions.**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>3.4 Explore developing a survey for organizations, chambers, and employers to measure their engagement with CSBD and to learn about their needs.</p>	<p>3.4.1 Deploy an employer awareness survey.</p>	<p>The survey is sent, and the results are analyzed and followed up on.</p>	<p>4/2025</p>	<p><b>On Target to Be Completed in April:</b> A survey, with questions vetted through the Employer Services Committee, was sent out to a wide range of employers to measure engagement with CSBD and learn about their workforce needs. The survey close date is 4/11, at which time the responses will be analyzed and we will bring the results back to the committee for review.</p>
<p>3.5 Consider revising the value proposition message to employers to help them better understand the value of our services instead of using "free."</p>	<p>3.5.1 Build an interactive landing page on our website with a calculator marketing our value proposition so that users can quantify the value of our services.</p> <p>3.5.2 Redesign outreach materials to use more plain language and market the value proposition.</p>	<p>The landing page is launched and marketed to employers, Chambers, and business associations.</p> <p>Outreach materials are redesigned and in use.</p>	<p>11/2024</p> <p>3/2025</p>	<p><b>Completed:</b> CSBD has created two calculators: 1) On-the-Job Training and 2) Paid Internship/Work Experience. These web-based/mobile responsive tools enable employers to input information about their training or internship requirements and instantly receive an estimate of the potential cost savings offered by CSBD. Employers can adjust the input data to explore various scenarios and calculate different return on investment possibilities. CSBD Employer Outreach Staff are sharing the calculator with their employers and with our Chamber and business association partners. The feedback from employers has been positive, commenting that the tool is user-friendly and informative.</p> <p><b>Completed:</b> This is an ongoing process. Throughout the year, as we developed materials, we designed them using plain language with messaging that extolled our value proposition. The result has been a significant increase in social media followers and record-breaking participation from employers in our signature events, such as Paychecks for Patriots, State of the Workforce, and WOW.</p>

**STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.**

**CareerSource Broward Strategic Goal #3:**

**Encourage employers by engaging and identifying their needs, and educating and connecting them to the workforce system to produce innovative workforce solutions.**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
3.6 Continue to use testimonials and real examples from our employer customers and post on our website so others will learn of the value of our services.	3.6.1 Create a testimonials page on our website and include a QR code to the page in marketing material as a source for hearing directly from employers who have used our services.	The testimonial page is launched and added to marketing materials for employers.	2/2025	<b>Completed:</b> We recently launched our employer testimonial page on our website. A QR code linked to the testimonials page has been added to our Summary of Services to Employers.
3.7 Research employers who recently started a business in Broward County and meet with them about our services.	3.7.1 Explore developing a routine system with the Broward County Office of Economic and Small Business Development (OESBD) to learn who the newly registered employers with Broward County are in real-time, including their contact information.	Develop a process with OESBD to receive leads from them of newly registered employers with Broward County for one-on-one consultations.	3/2025	<b>On Target to Be Completed in March:</b> A user-friendly landing page will be launched in March. Once completed, OESBD will refer employers to this page, where they will learn about our services in a manner (plain language) that will entice them to action by requesting one-on-one consultations with a CSBD Business Services Representative. The page will include an Employer Interest Form that will load into a database that is continually monitored to allow staff to follow up either that day or the very next day.
	3.7.2 Contact the new employers as the information is received, congratulating them on the new business and introducing who we are.		3/2025	<b>On Target to Be Completed in March:</b> To coincide with the landing page, CSBD is developing a congratulatory note/script that will automatically "bounce back" to the employer, letting them know that we have received their request, we appreciate the opportunity to serve them, and that a member of the CSBD team will be reaching out shortly.



## Memorandum #14-24 (BR)

**To:** Employer Services Committee  
**From:** Carol Hylton, President/CEO  
**Subject:** Business Intermediary Services Contracts Update  
**Date:** March 6, 2025

### SUMMARY

This is to report on the business intermediary activities of the Greater Fort Lauderdale and Greater Hollywood Chambers of Commerce. CareerSource Broward (CSBD) entered into contracts with the 2 Chambers to expand employer awareness regarding our employer-based services. Under the contracts, we can reach large numbers of employers much quicker and more efficiently than we can by marketing to employers one at a time.

### BACKGROUND

CSBD has contracts with the Greater Hollywood and Greater Fort Lauderdale Chambers of Commerce to expand employer awareness regarding our employer-based services. The contracts expire on September 30 and are renewable.

### DISCUSSION

The Greater Fort Lauderdale Chamber has 956 business members representing 350,000 employees. The Greater Hollywood Chamber has 700 business members representing about 200,000 employees. Under the contracts, we can reach large numbers of employers much quicker and more efficiently than we can by marketing to employers one at a time. Each of our contracts sets out goals we hope to accomplish over the year. The tables below provide updates on the deliverables with each Chamber:

<b>Greater Ft. Lauderdale Chamber of Commerce (GFLCC)</b>	
<b>Activities</b>	<b>Update</b>
Hold two employer forums with industries on the CSBD Targeted Industry List.	Marine Industry Forum will be held in May. Construction Industry Forum is planned for June.
Allow CSBD to address the Chamber membership every quarter.	CSBD presented at the following member events: <ul style="list-style-type: none"> <li>• 9/27 – Small Business Council Meeting</li> <li>• 10/11 – New Member Orientation</li> <li>• 12/13 – New Member Orientation</li> <li>• 1/29 – State of the Workforce Business Breakfast</li> <li>• 2/21 – GFLCC Annual Meeting.</li> </ul>
The Chamber will assist in developing work-based training contract commitments of up to \$225,000.	To date, training grant applications have not been started. There has been some staff turnover, and we have provided training to the new Chamber staff. We expect this number to increase.
Post information about CSBD on social media and in their newsletter at least monthly	The Chamber posted information regarding CSBD services on social media and in their newsletter, which is published monthly as described below: <ul style="list-style-type: none"> <li>• September – a) OJT Marketing Information and b) Employ Florida (EF) Marketing Information</li> <li>• October – a) Paychecks For Patriots Job Fair b) OJT Program and c) EF Marketing Information</li> <li>• November – a) Paychecks For Patriots Job Fair b) State of the Workforce Job Fair c) OJT Program and d) EF Marketing Information</li> <li>• December – a) State of the Workforce Job Fair b) OJT Program and c) EF Marketing Information</li> <li>• January – State of the Workforce Job Fair</li> <li>• February – Incumbent Worker Training Marketing Information.</li> </ul>
The Chamber should maintain a prominent live link on its homepage to CSBD's website.	A prominent live link is maintained on the chamber's homepage with a CSBD website link.

<b>Greater Hollywood Chamber of Commerce</b>	
<b>Activities</b>	<b>Update</b>
Hold two employer forums with industries on the CSBD Targeted Industry List.	Hospitality Industry Forum was held in September.  Technology Industry Forum will be held in March.
Allow CSBD to address the Chamber membership every quarter.	CSBD presented at the following member events: <ul style="list-style-type: none"> <li>• 9/12 – Hollywood Power Lunch: The Power of the Hard Rock</li> <li>• 9/16 – Greater Hollywood Chamber of Commerce: Workforce Grant Presentation</li> <li>• 1/16 – New Member Business Orientation</li> <li>• 1/29 – State of the Workforce Business Breakfast.</li> </ul>
The Chamber will assist in developing work-based training contract commitments of up to \$180,000.	To date, the Chamber has assisted in developing \$12,090 in work-based training grants.
Post information about CSBD on social media and in their newsletter at least monthly.	The Chamber posted information regarding CSBD services on social media and in their newsletter, which is published monthly as described below: <ul style="list-style-type: none"> <li>• September – OJT Marketing Information</li> <li>• October – Paychecks for Patriots Hiring Event</li> <li>• November – CSBD Economic Dashboard</li> <li>• December – OJT Marketing Information</li> <li>• January – Onsite Recruitment and Job Posting Marketing Information</li> <li>• February – Worlds of Work</li> <li>• March – CSBD IT Industry Employer Forum.</li> </ul>
The Chamber should maintain a prominent live link on its homepage to CSBD’s website.	A prominent live link is maintained on the chamber’s homepage with a CSBD website link.

**RECOMMENDATION**

None. For information purposes only.



# BROWARD EMPLOYERS

**Invest in the future of our youth by becoming a host worksite for summer interns!** Provide young individuals ages 16-18 with an invaluable 8-week work experience.

**CareerSource Broward covers 100% of the youth's wages and insurance.** Join hundreds of employers who are already committed to providing summer internship.

## WHAT BUSINESSES ARE SAYING:

- *"The Summer Youth Employment Program is an amazing program. It allowed us to connect with and mentor young people, helping them to develop new skills. Thank you again for allowing us to be partners with you."*

**Denise Jordan**

Senior VP for Fort Lauderdale Chamber of Commerce

- *"We have been part of this program for the past four years, and the experience has been exceptional. The students are outstanding, and it's been a great opportunity to share our industry insights with them."*

**Adrian Neil**

President of Credential Insurance LLC

## SEVERAL WAYS TO SIGN UP:

- [careersourcebroward.com/syep-emp](https://careersourcebroward.com/syep-emp)
- Email the Summer Youth Employment Program at [SYEP@CareerSourceBroward.com](mailto:SYEP@CareerSourceBroward.com)
- Contact Ana Bravo at (954) 202-3830 ext. 3020

Scan QR Code

