



Wednesday, November 20, 2019 9:00 AM
9215 N. Florida Ave., Ste. 101, Tampa FL

ONE-STOP COMMITTEE Agenda

- I. **Welcome and Roll Call**Michael Ramsey, Chair
- II. **Public Comments**
- III. **Action/Discussion Items**
 - 1. Approval of Minutes – August 21, 2019 One Stop Committee Mtg.Page 2
- IV. **Information Items**
 - 1. 2019-2020 One Stop Goals Update Jody Toner, Page 5
 - 2. Continuous Improvement Performance Initiative Jody Toner, Page 14
 - 3. Performance Dashboard Chad Kunerth, Page 25
 - 4. Summer Job Connection (SJC) 2020 Update.....Jennifer Wilson, Page 26
 - 5. WIOA Youth Program Update Christina Witt, Page 27
 - 6. One Stop Operator Update Dan McGrew, Page 28
 - 7. USDOL H- 1B Job Training Grant - Tampa Bay TechHire Program ... Christina Witt, Page 29
 - 8. Internal Program Monitoring Jody Toner, Page 30
 - 9. Public Relations and Marketing UpdateDoug Tobin, Page 31
- V. **Board Members Comment**
- VI. **Future Business**
- VII. **Adjournment**

Next Meeting February 19, 2020





Action Item # 1

Approval of the One-Stop Committee Meeting Minutes

CareerSource Tampa Bay One-Stop Committee Minutes

Date: August 21, 2109
Location: 9215 N Florida Ave., Ste. 101, Tampa, FL

Call to Order

Chair John Howell called the meeting to order at 9:00 a.m. There was a quorum present with the following One-Stop Committee members participating.

Committee Members in Attendance

In Person: Tom Aderhold, Leerone Benjamin, Ryan Buckthorpe Representative for Ginger Clark, Marcella Blanchett attending for Mireya Hernandez, and John Howell.

By Phone: Richard Cranker and Elizabeth Gutierrez.

Committee Members Not in Attendance

Stephanie Brown-Gilmore, Michael Ramsey and Paul Orvosh.

Staff

Juditte Dorcy, Jody Toner, Sheila Doyle, Anna Munro, Christina Witt, Dan Schneckenburger, Melissa Carroll, Tammy Stahlgren and Fabian Brathwaite.

BOCC Liaison

Kenneth Jones (via phone)

Other in attendance

Dan McGrew

Public Comments

There were none.

The agenda items are listed in the order of discussion.

▶ Indicates Committee Action

Action Items

- ▶ Action Item #1 Approval of Minutes May 22, 2019 One Stop Committee Meeting
 - A motion to approve the minutes of May 22, 2019 One Stop Committee meeting minutes was made by:
 - Motioned: Tom Aderhold
 - Seconded: Marcella Blanchett

Information Items

1. One Stop Operator Update / Portal Update
(Refer to Page 6 of the August 21, 2019 One-Stop Committee Agenda Packet)
CSTB defines the role of a One Stop Operator as an entity that coordinates the service delivery of participating one stop partners and service providers within Career Centers.
2. Online Partner Portal Presentation
(Refer to Page 7 of the August 21, 2019 One-Stop Committee Agenda Packet)
A presentation of the Online Partner Portal which is used by our mandatory partners, was provided by Dan McGrew. Refer to the agenda packet for the entire presentation.
3. CSTB Center Locations update given by Jody Toner
(Refer to Page 16 of the August 21, 2019 One-Stop Committee Agenda Packet)
A graphic display of CSTB's 5 offices. Location #1 Tampa- N. Florida location is the comprehensive center, all other locations are satellite locations. If any board would like to tour any of the locations please let us know.
4. Summer Job Connection update given by Jody Toner
(Refer to Page 17 of the August 21, 2019 One-Stop Committee Agenda Packet)
Invitations will be sent out soon for the Program End Award Celebration scheduled for August 30, 2019.
5. One Stop Goals - Strategic Goals Update for 2019 – 2020 update given by Jody Toner
(Refer to Page 18 - 26 of the August 21, 2019 One-Stop Committee Agenda Packet)
Period Covering: July 2018 thru June 2019
There was a recommendation to add numbers for LVERs (Local Veterans Employment Representatives) in a separate column.
6. WIOA Youth Program update given by Christina Witt
(Refer to Page 27 of the August 21, 2019 One-Stop Committee Agenda Packet)
There was no discussion.
7. Migrant and Seasonal Farmworker (MSFW) update given by Jody Toner
(Refer to Page 28 of the August 21, 2019 One-Stop Committee Agenda Packet)
There was no discussion.
8. US DOL VETS Technical Assistance Visit (TAV) update given by Jody Toner
(Refer to Page 29 of the August 21, 2019 One-Stop Committee Agenda Packet)
The Department of Economic Opportunity (DEO) Veterans Team, in conjunction with US Department of Labor (DOL) Veterans Employment and Training (VETS,) are pleased to announce Local Veteran Employment Representative (LVER) Business Boot Camp Training here at CSTB. This training will provide LVERs and Local Workforce Development Board (LWDB) Business Services teams with the tools and information needed to create successful business engagement programs.

Date of Training
October 24 – 25, 2019, held at CareerSource Tampa Bay (LWDB 15) 9215 N. Florida Avenue, Suite 101, Tampa, FL 33612
9. Internal Program Monitoring update given by Jody Toner
(Refer to Page 42 of the August 21, 2019 One-Stop Committee Agenda Packet)
There was no discussion.

10. Performance Dashboard update given by Jody Toner
(Refer to Page 43 of the August 21, 2019 One-Stop Committee Agenda Packet)
There was no discussion.
11. WIOA Primary Indicators Report Q4 update given by Jody Toner
(Refer to Page 44 of the August 21, 2019 One-Stop Committee Agenda Packet)The PY 18-19 Q4 WIOA Primary Indicators of Performance Report was just released and our region achieved great results again! Of the 14 measures, we exceeded 11 and met 3 (defined as 90-100% of negotiated goal). We knew our relative rankings would drop slightly due to the 740 negative exits that were taken during the past PY.
12. USDOL H 1B Job Training Grant – Tampa Bay Tech ire Program update given by Jody Toner
(Refer to Page 49 of the August 21, 2019 One-Stop Committee Agenda Packet)
There was no discussion.
13. Public Relations and Marketing Update given by Doug Tobin
(Refer to Page 50 of the August 21, 2019 One-Stop Committee Agenda Packet)
There was no discussion.

Board Members Comments

Tom Aderhold who participates on the Ad Hoc By-Laws committee, mentioned to this committee that there is discussion about combining the One-Stop Committee meeting and the Workforce Solutions Committee meetings.

Future Business

1. Summer Job Connection Program End Awards – August 30, 2019
2. Workforce Professional Development Summit – September 11-13, 2019
3. Business and Education Summit- February 28, 2020

Adjournment

The meeting was adjourned at 10:14 a.m.

Minutes prepared by Tammy Stahlgren, Administrative Services Coordinator.



Information Item #1
2019 – 2020 One Stop Strategic Goals Update
For Period Covering: July thru September

Goal 1: Provide Job Seekers with Expanded Access to Employment and Training Services.

Objective 1: Provide a wide range of workforce resources to job seekers.

- Support open access to the Resource Room, materials, and maintain qualified staff to meet the needs of local job seekers.

<i>Center Traffic</i>	<i>QTR 1</i> <i>July - Sept</i>	<i>QTR 2</i> <i>Oct - Dec</i>	<i>QTR 3</i> <i>Jan - Mar</i>	<i>QTR 4</i> <i>Apr - June</i>	<i>YTD</i> <i>July - June</i>
2019 - 2020	30,210				30,210
<i>Prior PY 18-19</i>	<i>34,268</i>	<i>29,063</i>	<i>29,807</i>	<i>31,635</i>	<i>124,773</i>

<i>By Location</i>	<i>PY 19-20 QTR 1</i>	<i>PY 18-19 QTR 1</i>
<i>Tampa</i>	<i>22,580</i>	<i>26,076</i>
<i>Brandon</i>	<i>3,936</i>	<i>4,934</i>
<i>Plant City</i>	<i>490</i>	<i>30</i>
<i>Ruskin</i>	<i>1,159</i>	<i>1,207</i>
<i>Career Prep Center</i>	<i>2,045</i>	<i>2,021</i>
<i>Totals</i>	<i>30,210</i>	<i>34,268</i>

- Promote CareerSource Specialized Programs and Services to all job seekers.

Reemployment Services and Eligibility Assessment (RESEA):

- The goal of this program is to provide UI claimants early access to services that can help them get back into the workforce faster.

Reemployment Services and Eligibility Assessment (RESEA): PY 19-20 QTR 1				PY 18-19 QTR 1	
Center	Registered	Attended	% Show Rate	Registered	Attended
Tampa	956	510	53.34%	1,205	903
Brandon	331	203	61.32%	1,211	905
Plant City	32	23	71.87%	N/A	N/A
Ruskin	21	13	61.9%	84	51
Career Prep Center	95	55	57.89%	155	75
Totals	1,435	804	56.03%	2,655	1,934

Veterans Served

Category	PY 19-20 QTR 1	YTD PY 19-20	PY 18-19 QTR 1
Veterans Served	793	793	493
Veteran Services	3,841	3,841	2,043
Veterans Provided Individualized Career Services	74	74	123
Veterans in Case Management	38	38	15
Placements	115	115	207

Objective 2: Maximize the use of technology and online services to meet job seeker needs.

- Support Employability Skills Workshops for local job seekers in multiple media such as center workshops, ATLAS eCourses and other applications available.
- Improve the effectiveness of partnerships through technology such as electronic referrals, automation of job seeker registration in Employ Florida and data sharing.

Employability Skills Workshops Attendees	PY 19-20 QTR 1	YTD PY 19-20	PY 18-19 QTR 1	Prior PY 18-19
	2,268	2,268	1,882	7,051

- The top three workshops by attendance:
 - Resume Development (271 attended),
 - Career Mapping (150 attended), and
 - Basic Computers (121 attended)

Center	PY 19-20 QTR 1	YTD PY 19-20	PY 18-19 QTR 1	Prior PY 18-19

	# Attendees	# Attendees	% by Location	# Attendees	# Attendees	% by Location
Tampa	1,420	1,420	62.61%	1,105	4,225	59.92%
Brandon	569	569	25.09%	642	2,175	30.85%
Ruskin	195	195	8.59%	105	410	5.81%
Career Prep Center	6	6	0.26%	0	16	0.23%
Plant City	78	78	3.43%	30	225	3.19%
Totals	2,268	2,268	100%	1,882	7,051	100%

Online Job Seeker Services: Assessments, Job and Career Readiness, GED/ESOL Preparation and Computer Skills Training.				
Categories:	PY 19-20 QTR 1	YTD PY 19-20	PY 18-19 QTR 1	Prior PY 18-19
	# Utilized	# Utilized	# Utilized	# Utilized
Workplace Skills	283	283	459	1,235
Future Plans	2	2	11	27
eCourses	0	0	1,533	4,850
Penn Foster	12	12	17	45
Computer Training	120	120	117	341
Florida Ready to Work	64	64	89	271
Totals	367	367	2,226	6,769

- Research and identify additional resources and services available with the community or other government agencies to adopt within our centers.

Employ Florida Services & Activities Summary				
Categories:	PY 19-20 QTR 1	YTD PY 19-20	PY 18-19 QTR 1	Prior PY 18-19
# Served	9,103	9,103	16,652	58,875
# of Services	44,004	44,004	66,990	240,268

# of Staff Assisted Services	18,840	18,840	25,399	106,472
# Referrals	11,721	11,721	9,632	36,613
# External Referrals	4,911	4,911	7,644	27,780
# Resumes Posted	4,151	4,151	4,648	16,964

Goal 2: Provide Effective Workforce Programs Aligned with Demand Industry Sectors.

Objective 1: Increase participation in Occupational Skills Training (OST).

- Enroll job seekers into training programs that lead to careers in targeted occupations with an emphasis on career ladder opportunities in the following industries:
 - Healthcare & Life Sciences
 - Manufacturing & Logistics
 - Information Technology
 - Financial & Professional Services
 - Hospitality, Retail & Tourism
 - Transportation & Trades

Occupational Skills Training	<i>PY 19-20 QTR 1 # New Enrollments</i>	<i>PY 18-19 QTR 1 # New Enrollments</i>	<i>Prior PY 18-19 YTD Served</i>
<i>WIOA Adult/Dislocated Worker</i>	21	94	866
<i>Youth</i>	7	14	47
<i>Totals</i>	28	108	913

- Funding update:
 - Funding is available under **WIOA Adult and Dislocated Worker Program** for occupational skills training and apprenticeship programs. Training providers were notified of available funding on 11/4/19.
 - Funding is available under **WIOA Youth** for GED, Penn Foster, Microsoft Office Specialist, Hospitality, occupational skills training and career ready training programs.
 - Funding is available under **Welfare Transition Program (WTP)** for GED, Penn Foster, Microsoft Office Specialist, Hospitality and vocational training.

Work-Based Training	PY 19-20 QTR 1 # New Enrollments	PY18-19 QTR 1 # New Enrollments	Prior PY 18-19 Served
<i>On-the-Job Training</i>	0	21	21
<i>Paid Work Experience</i>	7	7	7
Totals	7	28	28

- To date, a total of 15 contracts have been executed between OJT and PWE and continued interest is expressed by local employers.
- Five employers are currently participating in PWE.
- Educate staff and community on the use of *Eligible Training Provider List* and targeted occupations or training programs under WIOA. The training provider list is available here, <https://www.careersourcetampabay.com/wp-content/uploads/2019/10/Approved-Training-Programs-PY19-20-9.24.2019-Customer-1-1.pdf>

Objective 2: Increase enrollments in Apprenticeship and Pre-Apprenticeship Programs.

- Establish an Apprenticeship team to identify additional partnership opportunities and build referrals.
- Promote apprenticeship training and pre-apprenticeship programs to prepare job seekers for career opportunities.

Apprenticeship Enrollments	PY 19-20 QTR 1 # New Enrollments	PY 18-19 QTR 1 # New Enrollments	Prior PY 18- 19 # Served
<i>Ironworkers</i>	0	0	246
<i>Tampa Area Joint Apprenticeship and Training Committee (JATC)</i>	30	1	151
<i>Florida Refrigeration & Air Conditioning Contractors (FRACCA)</i>	0	0	53
<i>Plumbers and Pipefitters</i>	0	0	47
<i>Central Florida Heat and Frost</i>	0	0	7

<i>International Union of Operating Engineers</i>	<i>0</i>	<i>0</i>	<i>10</i>
Totals	30	1	514

Objective 3: Increase enrollments in short-term Career-Ready programs.

- Sustain and expand pre-vocational training programs in targeted occupations.
- Conduct effective outreach strategies through a variety of media to support pre-vocational training.

Career-Ready Enrollments	<i>WIOA PY 19-20 QTR 1</i>	<i>WIOA PY 18-19 QTR 1</i>	<i>CareerSource Florida Grant PY 19-20 QTR 1</i>	<i>Prior PY 18-19</i>
<i>Welding</i>	<i>11</i>	<i>2</i>	<i>0</i>	<i>41</i>
<i>Soldering</i>	<i>17</i>	<i>0</i>	<i>0</i>	<i>31</i>
<i>Mechatronics/Robotics</i>	<i>0</i>	<i>0</i>	<i>6</i>	<i>0</i>
Totals	28	2	6	130

Goal 3: Effectively Manage Key Workforce Development Performance.

Objective 1: Manage workforce development performance through monitoring and analysis of performance reports.

- Monitor performance measures under local reporting, Monthly Management Report (MMR), Common Measures and Performance Modeling.
- Analyze all programmatic monitoring to include internal, contracted board, DEO or external monitoring such as USDOL.

Governor's Job Placement Report:

<i>PY 19-20</i>	<i>Placements</i>	<i>Ranking</i>	<i>Statewide Placements</i>
<i>July</i>	<i>530</i>	<i>16</i>	<i>8,426</i>
<i>August</i>	<i>408</i>	<i>18</i>	<i>6,985</i>
<i>September</i>	<i>420</i>	<i>14</i>	<i>7,974</i>
<i>PY 19-20 QTR 1 Totals</i>	<i>1,358</i>	<i>16 Avg.</i>	<i>23,385</i>
<i>PY 18-19 QTR 1 Totals</i>	<i>3,731</i>	<i>10 Avg.</i>	<i>36,551</i>
<i>Prior PY 18-19 Totals</i>	<i>10,166</i>	<i>11 Avg.</i>	<i>106,427</i>

Objective 2: Evaluate the effectiveness of programs/services.

- Complete a demographics and caseload review by program and center location to include asset mapping.
- Utilize a variety of methods to evaluate customer satisfaction and gather feedback for evaluation and continuous process improvement.

Customer Satisfaction Survey Results	PY 19-20 QTR 1		PY 18-19 QTR1		Prior PY 18-19	
	<i>No. of Respondents</i>	<i>Rating</i>	<i>No. of Respondents</i>	<i>Rating</i>	<i>Total</i>	<i>Rating</i>
<i>Resource Room</i>	199	96.9%	479	97.0%	3,970	96.8%
<i>Employability Skills Workshops</i>	793	89.8%	793	89.8%	1,152	94.6%
<i>Welfare Transition Lab</i>			23	89.7%	49	91.6%
Totals	992	93.4%	1,275	93.4%	4,178	94.1%

- Note Welfare Transition Lab was discontinued as of 7.1.19

Net Promoter Scores

Net Promoter Score, or NPS, measures customer experience and predicts business growth. This proven metric transformed the business world and now provides the core measurement for customer experience management programs the world round.

NPS Scores

Net Promoter Scores	QTR 1	YTD
	<i>July - Sept</i>	<i>July - June</i>
2019 - 2020	38%	38%

By Location	PY 19-20 QTR 1
<i>Tampa</i>	33%
<i>Brandon</i>	49%
<i>Plant City</i>	71%
<i>Ruskin</i>	67%
<i>Career Prep Center</i>	29%
Average	38%

Customer Satisfaction Survey

- ❖ Emelinda Colon and the gentleman that taught interviewing skills were incredibly helpful.
- ❖ I have interacted with a varied amount of great employees from the front desk to the training sessions. Kristin Winn - is very knowledgeable, polite and patient when it comes to explaining details and providing information to her attendees. I always felt I could access her and be provided with a response during the duration of my involvement with CareerSource Tampa Bay.
- ❖ Ms. Keevia Houston She exemplifies someone who really wants to help those in need. She makes it known from day one that she has an "open door" approach and if I ever needed anything she never hesitated to help.
- ❖ Gabrielle Gilmore is one of the nicest people I have come across in a long time. She was very patient and guided me through the steps I needed.
- ❖ I want to say thank you to Camellia Simmons from Veteran Services. She took the time to help me through a very difficult situation and gave me assistance that helped me make a decision that landed me a job as an Assistant Manager with Walmart. Thank you from me and my family.
- ❖ Ruby Lynch was so kind and helpful. The way she treated everyone with such respect and kind patience was amazing. I have seen other staff treat it as a job, however Ruby was so pleasant it was a pleasure meeting her and utilizing her talents to help me in my search for employment. Very observant too helping before even asking questions sometimes. Thank you for making such a trying time in my life better.
- ❖ Ms Nicoll Cruse was a great help, understanding of my situation and gave me information and resources needed to receive further assistance there should be more workers like her I appreciated the attention she gave me and her attempt to rectify the situation of my case still being in West Palm Beach.
- ❖ Mr. Cecil was such a pleasure to have as a teacher he went above and beyond to make sure his students knew what they were doing. He was very attentive, pleasant and helpful with his students. He made sure he gave us each his undivided attention when needed. I would 100% recommended my friends and family to come and take Soldering classes.

- ❖ Rachel went way beyond and above expectations. She was very patient. She was extremely knowledgeable. She explained very clearly. Her help took lot of frustration from me because i could not do what I came here for at home. I was hoping for help which i gladly found with Rachel.
- ❖ Ms. Alma was more than helpful, she was by my side the whole way to help me register.
- ❖ Ruby Lynch was amazing! I called this location a few weeks back. She told me when the best day to come in was and I came as directed. She was outstanding! Patient, kind and a wealth of information. My dread for this encounter was washed away when I worked with her. Thank you so much RUBY!!
- ❖ Vernadine Lofton was so helpful she was kind, courteous and very knowledgeable when I needed her most. She sets a great example of how someone should be treated when coming into your office for services.

Employability Skills Training Survey

- ❖ Mr. Collie is so upbeat and positive; it's contagious and gives one a sense of importance. Being without a job is very depressing and he helps lighten that.
- ❖ Love the way Mrs. Cameron takes her time to make sure we all understand what she is telling us as well as what she is showing us in her workshops but must of all how she never thinks any question is too small to answer always makes sure we get it before we leave.
- ❖ Mark is an entertaining and dynamic instructor!
- ❖ Mr. Julius was exceptional in his class that he was giving in work prep. His energy is outstanding. I look forward to taking more of his courses.
- ❖ How Ms. Lynne teaches her class she is wonderful and cares that we learn and understand takes her time to make sure we all understand.
- ❖ The instructor, Laura Llera-Pearsall, is excellent. She is doing a great job.
- ❖ I appreciated how Mr. Julius explained everything in depth and any questions I had he answered to his best ability. He was very enthused with his teaching which drew me in to want to learn better ways to network and how to use my time efficiently.
- ❖ Ms. Cameron was very genuine, helpful and insightful! Would love to attend any of her classes and or workshops.



Information Item # 2

Continuous Improvement Performance Initiative

Background: Driven by our commitment to excellence and continuous improvement and based on feedback from local workforce development boards throughout the state, CareerSource Florida and the Department of Economic Opportunity developed the **Continuous Improvement Performance Initiative**. The federal Workforce Innovation and Opportunity Act (WIOA) includes Primary Indicators of Performance in which all states are responsible for achieving targeted performance. The measures and components included in the Continuous Improvement Performance Initiative, launching in fiscal year 2019-2020, offer additional measures specifically aligned with the goals and strategies of the State of Florida. The metrics within the Continuous Improvement Performance Initiative focus on the core services of the network: employment, training and business services.

- **Employment Rate 1st Quarter After Exit:** The percentage of WIOA and Wagner-Peyser participants* who exited the system and had certified wages the first quarter after exit.
- **Participant Training Rate:** The percentage of WIOA participants* who received training services.
- **Business Penetration:** The number of business establishments provided a staff-assisted, high-value service by a local board.
 - *Local workforce development boards will receive additional credit for serving individuals with barriers to employment and businesses in up to five targeted industry sectors identified in their local WIOA plans.*
 - Training Services include: <https://careersourceflorida.com/wp-content/uploads/2019/10/CIP-Training-Codes.pdf>
 - Business Penetration Codes include: <https://careersourceflorida.com/wp-content/uploads/2019/10/CIP-Business-Codes.pdf>
 - Populations with Barriers to Employment: <https://careersourceflorida.com/wp-content/uploads/2019/10/CIP-Additional-Credit-Barriers.pdf>
 - FAQ: <https://careersourceflorida.com/wp-content/uploads/2019/10/CIP-FAQs.pdf>



Continuous Improvement Performance Initiative FY 2019-2020 Participant Training Rate Service Codes

The following Employ Florida service codes represent the **training services*** included in the **Participant Training Rate** metric for fiscal year 2019-2020.

222: English as a Second Language (ESL)	333: TAA – Approved Customized Training
300: Occupational Skills Training - Approved Provider (ITA)	334: TAA – Approved Occupational Skills Training
301: On-The-Job Training (Does not apply to Youth)	335: TAA – Approved Remedial Training
302: Entrepreneurial Training (Does not apply to Youth)	336: TAA – Approved ESOL Required Only
303: Occupational Skills Distance Learning	337: TAA Prerequisite Training
304: Customized Training	338: TAA Apprenticeship Training
305: Skill Upgrading and Retraining	341: TAA – Occupational Skills Training – Non-Approved Provider (No ITA)
308: Prerequisite – Adult	401: Pre-Employment Training / Work Maturity
313: WP Enrolled in State and Local Training	403: Other Occupational Skills Training – Youth
314: WP Enrolled in Apprenticeship Training	404: Other Non-Occupational Skills Training – Youth
315: Adult Literacy, Basic Skills, GED Prep	405: Prerequisite – Youth
316: Incumbent Worker Training (Local)	407: Customized Training – Youth
317: Other Occupational Skills Training – Adult	416: Occupational Skills Training – Approved Provider
318: Other Non-Occupational Skills Training – Adult	419: Support Services – Stipends
324: Adult Educ w/ Occ. Skills Training – Approved Provider (ITA)	424: Registered Apprenticeship – Youth
328: Occupational Skills Training – Non-Approved Provider (No ITA)	430: Youth Occupational Skills Training – Non-Approved Providers
329: Registered Apprenticeship – Adult and Dislocated Workers	439: Post-Secondary Education – During Participation – Youth
332: TAA – Approved On-the-Job Training (Does not apply to Youth)	

* Excludes Employ Florida service codes associated with time-limited special initiative grants.



Continuous Improvement Performance Initiative FY 2019-2020 Business Penetration Service Codes

The following Employ Florida service codes represent **staff-assisted, high-value business services** included in the **Business Penetration** metric for fiscal year 2019-2020.

In Numerical Order

E02: Provided Job Fair Services	E35: Job Referrals and Placement
E04: Provided Mass Recruitment Services	E38: On the Job Training
E05: Provided Detailed Labor Market Study	E41: Public Sector – Temporary Jobs
E06: Provided Candidate Pre-Screening	E42: Rapid Response/Dislocated Workers Assistance
E08: Reviewed resumes and referred eligible individuals	E43: Short-Time Compensation
E10: Veteran Services	E44: Provided Human Resource Services
E12: On-Site Workshop – Recruitment	E45: Temporary Employment Service Center
E13: On-Site Workshop – Retention	E49: Organizational Visit VET/MSFW
E25: Customized Training	E50: Employer Outreach Visit VET/MSFW
E29: Employer Workshop	E58: Provided Recruitment Assistance for Registered Apprenticeship Openings
E30: Entered into Recruiting Agreement	E61: Provided Recruitment Assistance for Registered Apprenticeship Openings to Underrepresented Pop.
E31: Incumbent Worker Training	E62: Assisted in the Development of a New Registered Apprenticeship Program
E32: Job Benefit Analysis	E63: Assisted in the Development of a New Pre-Apprenticeship Program
E33: Job Development	ETC: Manufacturing Career Fair Participation
E34: Job Order	



Continuous Improvement Performance Initiative

FY 2019-2020 Business Penetration Service Codes

By Service Category

Employer Information and Support Services

- E05: Provided Detailed Labor Market Study
- E10: Veteran Services
- E32: Job Benefit Analysis
- E50: Employer Outreach Visit VET/MSFW
- E62: Assisted in the Development of a New Registered Apprenticeship Program
- E63: Assisted in the Development of a New Pre-Apprenticeship Program

Employer Services – Training

- E10: Veteran Services
- E25: Customized Training
- E31: Incumbent Worker Training
- E38: On the Job Training

Strategic Planning/Economic Development Activities

- E05: Provided Detailed Labor Market Study

Rapid Response/ Business Downsizing Assistance

- E42: Rapid Response/Dislocated Workers Assistance

Untapped Labor Pools Activities

- E10: Veteran Services
- E33: Job Development
- E49: Organizational Visit VET/MSFW
- E61: Provided Recruitment Assistance for Registered Apprenticeship Openings to Underrepresented Pop.

Workforce Recruitment Assistance

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> • E02: Provided Job Fair Services • E04: Provided Mass Recruitment Services • E06: Provided Candidate Pre-Screening • E08: Reviewed resumes and referred eligible individuals • E12: On-Site Workshop – Recruitment • E13: On-Site Workshop – Retention • ETC: Manufacturing Career Fair Participation | <ul style="list-style-type: none"> • E29: Employer Workshop • E30: Entered into Recruiting Agreement • E32: Job Benefit Analysis • E34: Job Order • E35: Job Referrals and Placement • E41: Public Sector – Temporary Jobs • E43: Short-Time Compensation | <ul style="list-style-type: none"> • E44: Provided Human Resource Services • E45: Temporary Employment Service Center • E58: Provided Recruitment Assistance for Registered Apprenticeship Openings • E61: Provided Recruitment Assistance for Registered Apprenticeship Openings to Underrepresented Pop. |
|--|--|--|



Continuous Improvement Performance Initiative

Frequently Asked Questions

Overview

1. Why was the Continuous Improvement Performance Initiative created?

The Continuous Improvement Performance Initiative was conceptualized in support of the CareerSource Florida Board of Directors' core value of continuous improvement for Florida's workforce development system. Aligned with CareerSource Florida's corporate goals and supported by local workforce development board leaders, this initiative represents the evolution of how we measure, track and improve performance at the state and local levels. The federal Workforce Innovation and Opportunity Act (WIOA) includes Primary Indicators of Performance in which all states are responsible for achieving targeted performance. The metrics and components included in the Continuous Improvement Performance Initiative offer additional measures specifically aligned with WIOA and the goals and strategies of the State of Florida.

2. How was the Continuous Improvement Performance Initiative developed?

The initiative was designed and developed based on input from local workforce development board leaders during strategy planning and feedback sessions. Team members from CareerSource Florida and the Department of Economic Opportunity conducted best practices research, historical data analyses and evaluation of past systems. [Florida's Performance Funding Model](#) was instrumental in the design of the Continuous Improvement Performance Initiative. Additionally, a Performance Advisory Council, consisting of local workforce development board representatives, was established to provide ongoing feedback and recommendations for continuous improvement.

3. What are the metrics that make up the Continuous Improvement Performance Initiative?

The Continuous Improvement Performance Initiative focuses on three mission-critical metrics:

- **Employment Rate 1st Quarter After Exit:** The percentage of WIOA and Wagner-Peyser participants* who exited the system and had certified wages the first quarter after exit.
- **Participant Training Rate:** The percentage of WIOA participants* who received [training services](#).
- **Business Penetration:** The number of business establishments provided a [staff-assisted, high-value service](#) by a local workforce development board.

** Excludes participants served through time-limited special initiative grants (e.g., apprenticeship grants).*

4. What do local workforce development boards need to do to be eligible to participate in the Continuous Improvement Performance Initiative?

Local workforce development boards must be currently certified as required by the Workforce Innovation and Opportunity Act (see [DEO Administrative Policy 93](#)) to participate in the Continuous Improvement Performance Initiative. This includes meeting 90 percent of the target for each WIOA Primary Indicator of Performance two years in a row.

5. Where can local workforce development boards find additional information about the Continuous Improvement Performance Initiative?

A CareerSource Florida Performance website is being developed to house the details and data related to the Continuous Improvement Performance Initiative. In the meantime, updates are provided to local workforce development boards by phone, email and webinar, and information is posted on [CareerSource Florida's website](#).

6. Once the CareerSource Florida Performance website launches, how often will the data for each Continuous Improvement Performance Initiative metric be updated on the site?

The CareerSource Florida Performance website will be updated on a monthly basis, around the 15th of the month as follows:

- *Preliminary* data supporting the three Continuous Improvement Performance Initiative metrics will be updated on the Performance website as soon as it is available.
- Final quarterly data for the training and business metrics will be updated on the Performance website following the 30-day period when local workforce development boards are finalizing their data in Employ Florida.
- Final quarterly wage data for the employment metric will be updated five months after the first quarter after exit (when wages are earned) to allow for the certification of wages by the Department of Revenue.

Due to the lag in certified wage data, the first data set for wages will be available in May 2020. Below is the schedule for the certified wage data for fiscal year 2019-2020 performance:

Performance Period / Participant Exit Dates	1st Quarter After Exit/ Wages Earned	Wage Data Updated Online
July 1 – Sept. 30, 2019	Oct. 1 – Dec. 31, 2019	May 2020
Oct. 1 – Dec. 31, 2019	Jan. 1 – March 31, 2020	August 2020
Jan. 1 – March 31, 2020	April 1 – June 30, 2020	November 2020
April 1 – June 30, 2020	July 1 – Sept. 30, 2020	February 2021

7. What level of funding did the Continuous Improvement Performance Initiative receive for fiscal year 2019-2020?

The CareerSource Florida Board of Directors allocated \$5 million to recognize targeted local workforce development board performance on the metrics within the Continuous Improvement Performance Initiative during fiscal year 2019-2020.

8. How are local workforce development boards awarded for performance in the Continuous Improvement Performance Initiative?

Performance awards are allocated using the federal formula funding model, with each local workforce development board allotted the same proportionate percentage as their federal formula funding. Each local workforce development board's annual allocation is divided evenly by quarter among the three metrics.

9. Is performance on the Continuous Improvement Performance Initiative measured on an annual basis?

Performance in the Continuous Improvement Performance Initiative is measured on a quarterly basis. Current-year performance, including additional credit, is compared to performance, excluding additional credit, from the same quarter in the previous year.

10. How is local workforce development board performance evaluated for award funding?

Each local workforce development board that meets the WIOA requirements for certification and meets its target for a Continuous Improvement Performance Initiative metric in any given quarter, receives award funding for that quarter.

11. What is the inquiry process for local workforce development boards or other entities with questions about the Continuous Improvement Performance Initiative?

Inquiries regarding the Continuous Improvement Performance Initiative may be sent to CareerSource Florida by email at performance@careersourceflorida.com.

Metrics

1. What are the numerators and denominators for each metric in the Continuous Improvement Performance Initiative?

The numerator and denominator for each Continuous Improvement Performance Initiative metric is as follows:

- **Employment Rate 1st Quarter After Exit**
 - **Numerator:** Participants* who exited during the period being measured and had certified wages, reported by the Department of Revenue, in the first quarter after exit.
 - **Denominator:** Participants* who exited during the period being measured.

- **Participant Training Rate**
 - **Numerator:** [Participants](#)* who are in training, or have completed training, during the period being measured.
 - **Denominator:** Participants* served during the period being measured.
- **Business Penetration**
 - **Numerator:** The number of business establishments that were provided a [staff-assisted, high-value service](#) by the local workforce development board during the period being measured.
 - **Denominator:** N/A (*this metric is not a rate*)

** Excludes participants served through time-limited special initiative grants (e.g., apprenticeship grants).*

2. How were Employ Florida codes determined for inclusion in the training and business metrics?

The Employ Florida service codes included in the Continuous Improvement Performance Initiative were selected to align with the service codes included in the Workforce Innovation and Opportunity Act’s Primary Indicators of Performance.

3. Are participants served through time-limited special initiative grants included in the employment and training metrics?

The Continuous Improvement Performance Initiative recognizes performance with award funding allocations aligned to the baseline funding formulas for each local workforce development board. Awards for the Continuous Improvement Performance Initiative support core services rendered by local workforce development boards to job seekers and businesses; and, therefore, excludes additional funding that may have been allocated for time-limited special grants.

4. Does the employment metric include supplemental data added to Employ Florida from follow-up outreach by local workforce development board staff?

The Employment 1st Quarter After Exit metric includes only certified wage data from the Florida Department of Revenue.

5. If participants complete training in the quarter being measured but they are still receiving services, will they count in the numerator and the denominator of the training metric for the following quarter?

Participants who complete training during a quarter will not be counted in the numerator the following quarter, unless they are receiving additional training. Participants will be counted in the denominator of subsequent quarters if they continue to receive services, other than training, in those quarters.

If participants are no longer receiving services, they should be exited from the system per WIOA’s exit definition, available in [Attachment I](#) of the [Training and Employment Guidance Letter \(TEGL\) No. 10-16, Change 1](#).

6. Does the business metric measure the number of businesses served or the number of services provided to businesses?

The Business Penetration metric measures the number of *business establishments* provided a [staff-assisted, high-value service](#) in each performance quarter. The additional credit added to the metric measures the number of staff-assisted, high-value *services* provided to business establishments in up to five board-selected [targeted industry sectors](#).

7. Do local workforce development boards receive credit for serving businesses outside their local area?

A local workforce development board receives credit in the business metric for any business establishment served regardless of geographic location.

[Methodology](#)

1. What is the methodology for the Continuous Improvement Performance Initiative?

The methodology for the Continuous Improvement Performance Initiative is as follows:

- Targets are set for each local workforce development board based on thorough reviews and analyses of historical performance data. Updated performance targets are provided as data becomes available following the completion of each quarter.
- For the employment metric:
 - As data becomes available, the Employment Rate for the quarter being measured is calculated using the metric's numerator and denominator. The Employment Rate becomes a baseline for future performance target setting.
 - Additional credit is added to the numerator used to determine the Employment Rate. Local workforce development boards receive .20 (or one-fifth of a point) for each [barrier to employment](#) identified in Employ Florida for the participants in the numerator.
 - The numerator including the additional credit is then divided by the Employment Rate's denominator, and the result of this calculation becomes the final Employment Rate + Additional Credit for the quarter.
- For the training metric:
 - As data becomes available, the Training Rate for the quarter being measured is calculated using the metric's numerator and denominator. The Training Rate becomes a baseline for future performance target setting.
 - Additional credit is added to the numerator used to determine the Training Rate. Local workforce development boards receive .20 (or one-fifth of a point) for each [barrier to employment](#) identified in Employ Florida for the participants in the numerator.

- The numerator including the additional credit is then divided by the Training Rate's denominator, and the result of this calculation becomes the final Training Rate + Additional Credit for the quarter.
- For the business metric:
 - As data becomes available, the Business Penetration for the quarter being measured is calculated; this is a count (not a rate) of [business establishments](#) provided a [staff-assisted, high-value service](#). The Business Penetration becomes a baseline for future performance target setting.
 - Additional credit is added to the Business Penetration. Local workforce development boards receive .30 (or approximately one-third of a point) for each staff-assisted, high-value [service](#) provided to business establishments in up to five board-selected [targeted industry sectors](#). This calculation becomes the final Business Penetration + Additional Credit.
- The performance of local workforce development boards is measured by comparing the quarterly metric including additional credit (e.g., Employment Rate + Additional Credit) to baseline performance (the metric without additional credit from the same quarter in the previous year).
- Local workforce development boards receive funding awards for each metric for which the improvement/performance target is met each quarter.

2. How are targets set for the Continuous Improvement Performance Initiative?

Quarterly targets for each local workforce development board are set following thorough reviews and analyses of historical and current performance data. The quarterly improvement/performance target for each metric within the Continuous Improvement Performance Initiative is based on the Employment Rate, Training Rate and Business Penetration, without additional credit, from the same quarter in the previous year.

For the 2019-2020 fiscal year, the improvement target is set at 10 percent with current-year performance measured by comparing the metric including additional credit to performance on the metric excluding additional credit during the same quarter in the previous year. Future quarterly performance targets are provided as data becomes available following the completion of each quarter.

3. Do local workforce development boards receive additional credit within the three Continuous Improvement Performance Initiative metrics?

Local workforce development boards receive .20 (or one-fifth of a point) in additional credit in the employment and training metrics for each [barrier to employment](#) identified in Employ Florida for the participants in the numerator. Individuals with more than one barrier to employment count multiple times.

Local workforce development boards also receive .30 (or approximately one-third of a point) for each [staff-assisted, high-value service](#) provided to business establishments in up to five board-selected, [targeted industry sectors](#). Each local workforce development board selects up to five industry sectors, at the two-digit NAICS code level, identified in its current Workforce Innovation Opportunity Act plan.

Industry sectors with more than one NAICS code (e.g., manufacturing, retail, and transportation and logistics) count as one industry sector for the purpose of additional credit. Employ Florida maintains an updated list of NAICS codes.

4. How were the additional credit populations determined for the Continuous Improvement Performance Initiative?

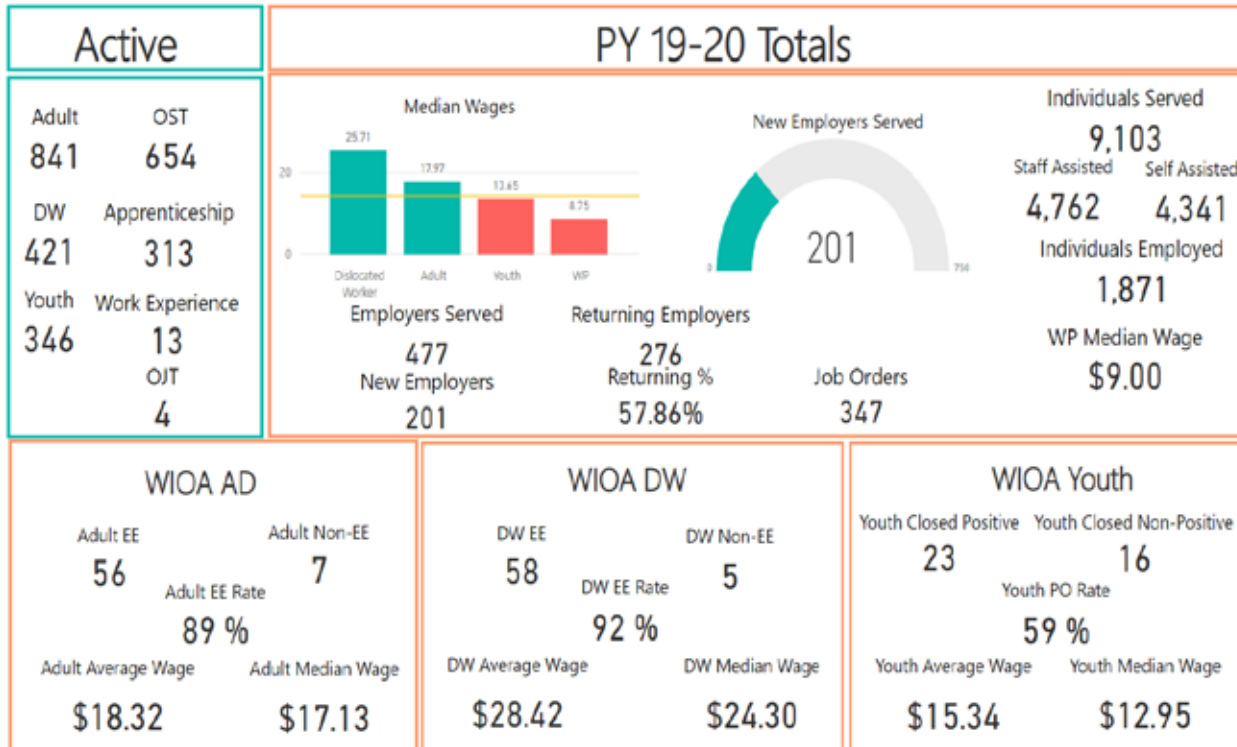
The Continuous Improvement Performance Initiative follows the definitions for barriers to employment in the [Workforce Innovation and Opportunity Act](#). A full list of the barriers to employment included in the Continuous Improvement Performance Initiative is available [here](#).

5. What are the data sources for the Continuous Improvement Performance Initiative?

[Employ Florida](#) is the sole data source for the Continuous Improvement Performance Initiative. The data for the three metrics and additional credits are pulled from Employ Florida (not Connect, One-Stop Service Tracking, Salesforce, or any other system), with wages certified by the Florida Department of Revenue.



Information Item # 3 CSTB Performance Dashboard 10.1.19



Source: Employ Florida/CSST

Last Updated
10/1/2019



Information Item # 4 Summer Job Connection (SJC) 2020 Update

Key Program Dates:

- December 13 – 19, 2019 – Employer Table Talks
- January 6, 2020 – Program Application Launches for Youth & Employers
- January 27, 2020 – Youth Registration/Intake Sessions Begin & Employer Worksite Screenings
- June 8 - June 12, 2020 – Youth Summit Events – Locations TBD
- June 15, 2020 – Participants first day of work
- June 15 - July 24, 2020 - SJC Career Specialist conduct onsite bi-weekly monitoring
- July 24, 2020 – Participants last day of work

Program Updates:

- **10.8.19** – Hired our year round **SJC Program Coordinator**, Jennifer Wilson
- **10.21.19** – **SJC Program End Awards Celebration** - Recognized outstanding employer champions, key partners and youth
- **11.19 & 11.20** -**Staff FAQs** – SJC team conducting informational sessions for staff
- **SJC Portfolio** - 2020 theme is Channeling Your Inner Superhero
- **Goal: Serve 1,500 youth**

Hillsborough County Areas:	Population %	Enrollment Goals
Southshore:	9%	135
Brandon/Riverview:	23%	345
Plant City:	6%	90
Tampa:	62%	930
		1,500

- **Outreach & Partner meetings ongoing**
- **Save the Date:** 1.6.2020 online application launches

Learning Today, Leading Tomorrow...
One Summer Can Change your Future – We are making connections that matter!



Information Item # 5
Workforce Innovation and Opportunity Act
Youth Program
PY 19-20 QTR 1

Reporting Period: PY 19-20 July – September 2019				Reporting Period: PY 2018 - 2019		
Performance Category	PY 19-20			PY 18-19		
	Planned	Actual	% of Goal	Planned	Actual	% of Goal
<i># Served</i>	1,089	305	28.01%	1,484	873	58.83%
<i>Credentials</i>	980	10	1.00%	700	110	15.71%
<i>Positive Outcomes</i>	882	23	2.61%	650	168	25.85%
Employment		23			273	
Military		0			3	
Post-Secondary Outcome		0			14	

Youth Employment: July to September 2019	
Total Placements YTD	23
Average Wage at Placement	\$15.34



Information Item # 6

One Stop Operator Update

CareerSource Tampa Bay defines the role of a One-Stop Operator as an entity that coordinates the service delivery of participating one-stop partners and service providers within the Career Centers.

A request for proposals was issued to solicit bids for a One Stop Operator. On June 21st, the Board of Directors approved entering into contract negotiation with Dynamic Works. Dan McGrew, Regional Director of Dynamic Works manages our One Stop Operator contract.

Below is a summary of their accomplishments since the last One Stop Committee Meeting:

Maintain Linkages	<ol style="list-style-type: none"> 1. Partner Portal and Agency Connection Form received 112 connections in August, September and October a 72% increase from prior 3 month period. 2. Since training was held in August, more partners are using the connection form. 3. 2 additional partners added since last meeting to include Abe Brown Ministries and Corporation to Develop Communities of Tampa.
MOU	<ol style="list-style-type: none"> 1. MOU creation procedure created and in review. 2. Sample MOA provided to address expectations around Partner Portal, Connection Form, and quarterly Partner Meeting.
Partner Meeting	<ol style="list-style-type: none"> 1. Held Q1 Partner Meeting on 09/18/2019 with 30 attendees from 13 partner agencies. <ul style="list-style-type: none"> - Job Corps and Hillsborough County Schools presented during Partner Spotlight 2. Minutes taken and distributed to partners. 3. Next meeting scheduled for 12/18/2019.
Universal Design/Barriers to Employment	<ol style="list-style-type: none"> 1. Coordinated CSTB leadership visit to CareerSource Capital Region on 10/28/2019 to assess different model of service delivery.
Customer Satisfaction Initiatives	<ol style="list-style-type: none"> 1. Produced requested top line reports for August, September, and October. 2. Net Promoter Survey successfully distributed to 7,623 customers who visited career centers in July, August, and September. 864 responses received for 11.3% response rate. 3. Q1 analysis of NPS Survey results in progress. 4. Extreme Customer Service Transformation course created and deployed to CSTB staff on 11/4 for completion.



Information Item # 7

USDOL H-1B Job Training Grant - Tampa Bay TechHire Program

July 1, 2016 – June 30, 2020

The Tampa Bay TechHire program is funded with a nearly \$3.8 million grant awarded to CareerSource Tampa Bay by the U.S. Department of Labor. Consistent with the White House TechHire Initiative launched in 2015, this grant is one of 39 programs nationwide that will focus on providing workers the skills for a pathway to the middle class while supplying employers with the skilled technology workers needed to grow and expand. Over 1,000 unemployed and underemployed young adults ages 17-29 with barriers to training and employment and front-line incumbent workers will receive accelerated skills training, certifications, and work experience to obtain employment or advance along career pathways leading to high-demand, middle to high skill jobs in the IT and healthcare industries.

Training programs include fast-track IT industry certifications such as CompTIA A+, CompTIA Security+, and Java Programming. Healthcare training programs include Medical Clinical Laboratory Technician/Technologist, Phlebotomy, and Registered Nursing. Training is provided by education partners such as Hillsborough Community College, Hillsborough County School District - Workforce and Continuing Education, St. Petersburg College, and the University of South Florida. Additional partners include BayCare Health System, IBM, Tampa Innovation Alliance, and Tampa Bay Technology Forum.

The performance outcomes summary to date is indicated below. Additional completions and employment outcomes are projected upon anticipated system exits.

Data reported as of the quarter ending September 30, 2019.

Outcome Measure			Goal	To Date:	% to Goal
1a	Target Population: Youth and Young Adults with Barriers to Training and Employment (ages 17-29) (83%)	Subtotal:	980	987	101%
1b	Other Populations: Incumbent Workers (17%)	Subtotal:	195	370	190%
Total Participants Served:			1175	1357	115%
Targets for All Participants:					
2	Total Participants Enrolled in Education/Training Activities	Total:	1175	1282	109%
3	Total Participants Completing Education/Training Activities	Total:	1000	1066	106%
4	Total Participants Who Complete Education/Training Activities and Received a Degree or Other Credential	Total:	1000	921	92%
5	Total Number of Unemployed Participants Who Obtain Employment	Total:	860	300	35%
6	Total Number of Incumbent Worker Participants that Advanced to a New Position	Total:	195	82	42%
7	Median Earnings	Total:	\$20.00/hr	*	*

TechHire Community Designation

In November 2016, Tampa Bay was selected by the White House to join a national network of TechHire Communities. More than 250 employers are involved in this initiative through their partnerships with Tampa Innovation Alliance and Tampa Bay Technology Forum. Now managed by the nonprofit Opportunity@Work in partnership with the U.S. Department of Education, TechHire Communities encompass big cities and small towns to share the goal to connect 100,000 people to tech jobs by 2020.

For additional information regarding TechHire Communities nationwide, visit:

<https://obamawhitehouse.archives.gov/issues/technologv/techhire> and <https://techhire.org/#section-communities>.



Information Item # 8 Internal Program Monitoring

PY	Period Monitored	Schedule	Program	Status
19 & 20	3/30/2019 - 7/05/2019	07/12/19	Welfare Transition (including Lutheran Services)	Completed
19 & 20	Continuously	N/A	* On-the-Job-Training (OJT)	Continuously
19 & 20	4/13/2019 - 8/16/2019	08/15/19	SNAP	Completed
19 & 20	4/20/2019 - 8/30/2019	09/01/19	Wagner Peyser (Vet, RESEA, MSFW, Job Orders)	Completed/Report Pending
19 & 20	5/4/2019 - 9/13/2019	09/15/19	WIOA DW & AD (OST & Job Search)	Transposing to Access
19 & 20	5/25/2019 - 9/27/2019	10/07/19	* Paid Work Experience (PWE) -WIOA Youth	Completed
19 & 20	5/18/2019 - 9/27/2019	10/07/19	WIOA Youth	Completed
2019	4/1/2019 - 7/31/2019	10/14/19	JA Stem Tech	Completed
2019	4/1/2019 - 7/31/2019	10/14/19	* Summer Job Connection (SJC) - Summer Youth Emp. Program TANF/Hillsborough BOCC	SJC Track 1- In Progress SJC Track 2- Draft Sent
19 & 20	7/6/2019 - 10/11/2019	10/15/19	Welfare Transition	In Progress
19 & 20	8/17/2019 - 10/25/2019	11/01/19	SNAP	In Progress
19 & 20	8/31/2019 - 11/08/2019	11/11/19	Wagner Peyser (Veteran)	
19 & 20	9/14/2019 - 11/29/2019	11/15/19	WIOA Individual Career Services (ICS)	
19 & 20	12/2019		Americans with Disabilities Act	
19 & 20	12/2019		One Stop Credentialing	
19 & 20	9/14/2019 - 11/29/2019	12/01/19	WIOA DW & AD (OST & Job Search)	
19 & 20	9/28/2019 - 12/06/2019	12/10/19	* Paid Work Experience (PWE) -WIOA Youth	
19 & 20	9/28/2019 - 12/13/2019	12/16/19	Tech Hire	
19 & 20	TBD	01/06/20	* Incumbent Work Training (IWT)	
19 & 20	10/12/2019 - 01/10/2020	01/15/20	Welfare Transition	
19 & 20	10/12/2019 - 01/10/2020	01/15/20	WTP - Lutheran Services	

19 & 20	11/9/2019 - 02/7/2020	02/11/20	Wagner Peyser (Job Orders & RESEA)	
19 & 20	11/30/2020 - 02/21/2020	02/26/20	WIOA DW & AD (OST & Job Search)	
19 & 20	11/30/2020 - 02/21/2020	02/26/20	WIOA DW & AD - Registered Apprenticeships	
19 & 20	12/07/2019 - 03/13/2020	03/18/20	WIOA Youth	
19 & 20	---	03/27/20	TAA (Frequency of monitoring subject to change based on program activity)	
19 & 20	8/31/2019 - 03/27/2020	04/01/20	Wagner Peyser (MSFW)	
19 & 20	1/11/2020 - 04/10/2020	04/15/20	Welfare Transition	
19 & 20	TBD	04/29/19	* Incumbent Work Training (IWT)	
19 & 20	2/8/2020 - 5/1/2020	05/06/20	Wagner Peyser (Veteran)	
19 & 20	2/22/2020 - 05/15/2020	05/20/20	WIOA Individual Career Services (ICS)	
19 & 20	1/25/2020 - 04/24/2020	06/01/19	SNAP	
19 & 20	12/8/2020 - 05/29/2020	06/01/20	WIOA Youth	
19 & 20	3/7/2020 - 6/5/2020	06/10/20	Tech Hire	
19 & 20	June-19	07/01/19	Support Services: On-site and Desk Reviews	Completed
19 & 20	July-19	08/01/19	Support Services: On-site and Desk Reviews	Completed
2020	August-19	09/01/19	Support Services: On-site and Desk Reviews	Completed
2020	September-19	10/02/19	Support Services: On-site and Desk Reviews	Completed
2020	October-19	11/01/19	Support Services: On-site and Desk Reviews	Draft sent 11/4/19
2020	November-19	12/04/19	Support Services: On-site and Desk Reviews	
2020	December-19	01/02/20	Support Services: On-site and Desk Reviews	
2020	January-20	02/01/20	Support Services: On-site and Desk Reviews	
2020	February-20	03/01/20	Support Services: On-site and Desk Reviews	
2020	March-20	04/02/20	Support Services: On-site and Desk Reviews	
2020	April-20	05/01/20	Support Services: On-site and Desk Reviews	
2020	May-20	06/01/20	Support Services: On-site and Desk Reviews	
2020	June-20	07/02/20	Support Services: On-site and Desk Reviews	
2020	TBD	TBD	* Special Grants	



Information Item # 9 Public Relations/Marketing Update

OVERVIEW: CareerSource Marketing team has hired a new marketing specialist, Shedlyn Joseph brings with him graphic, video and photography skills. Advertising will kick into to high gear December-February. Look for promotion around Vision 2020 Business/Education Summit, Business Services events and Summer Job Connection 2020.

NEW WEBSITE: October, 2019 CSTB Marketing launched the new website. This platform is mobile friendly which can be easily read on smart phones, android devices and i-pads.

NEWSLETTER: November 4, 2019, CSTB Marketing sent out the first electronic newsletter to the Leadership Team, Board Members and All Staff. We will be sending this out on a regular basis.

2019-20 MARKETING CAMPAIGNS:

General Advertising Campaign Calendar: (billboards, radio, digital marketing, cable tv)

December 2-7, 2019

Target Business Leaders who might want to participate in the Summer Jobs Connection in 2020. Table talk set for December 13, 2019.

December 6-10, 2019

Target Business Leaders: Industry Consortium (Trades/Transportation) December 12, 2019

January 6-10, 2020

Summer Job Connection: Now taking applications for 2020 (Hillsborough County Businesses and Youth 16-24 go to www.CareerSourceTampaBay.com)

February 24-28, 2020

Business Services/CareerSource Tampa Bay is here to help you, here's what we can do. (February 24-28, 2020)

Tampa Bay Business Journal Campaign Calendar

Completed/September 2019 (Fall Work Campaign)

- Tampa Bay Business Journal – 1x Half Page Ad promoting Business Sectors
- TBBJ Afternoon Newsletter (Premium Top Position) – 1 Week (6x/Sends)

December 2019 (Specs due 11/22/19 in print December 5?)

- People First Awards Sponsorship (Excellence in Human Resources)
- Ad Due: 11/22/19
- Vision 2020 (Business Services)

December 2019 (2019-2020 Book of Lists Full Page Ad (Largest Tampa Bay Employers)

- Published December 27, 2019
- Outreach: Business Sectors

January 2020 (Vision 2020)

- Economic Outlook Sponsorship
- Full Page Ad in Special Publication
- Two Week Digital Sponsorship (80,000 Impressions) on Tampa Bay Business Journal website.
- Outreach: Summer Job Connection

January 13-17 2020 (TBA)

- Tampa Bay Business Journal – 1x Half Page Ad
- TBBJ Afternoon Newsletter (Premium Top Position) – 1 Week (6x/Sends)
- Outreach: Vision 2020 or Business Consortium

February 2020 (Vision (2020))

- Tampa Bay Business Journal – 1x Half Page Ad
- TBBJ Afternoon Newsletter (Premium Top Position) – 1 Week (6x/Sends)
- Vision 2020 or Business Consortium

February 10-14 2020 (TBA)

- Tampa Bay Business Journal – 1x Half Page Ad
- TBBJ Afternoon Newsletter (Premium Top Position) – 1 Week (6x/Sends)

Website Traffic

<i>Timeframe</i>	<i>Page Views</i>	<i>Unique Page Views</i>	<i>Website Users</i>	<i>Average Time on Page</i>	<i>Bounce Rate</i>	<i>Sessions</i>
<i>July 2018–June 2019</i>	<i>1,227,655</i>	<i>861,540</i>	<i>203,861</i>	<i>1:34</i>	<i>54.8%</i>	<i>372,264</i>
<i>July 2018–Sept 2018</i>	<i>362,125</i>	<i>252,632</i>	<i>67,670</i>	<i>1:39</i>	<i>53.9%</i>	<i>110,218</i>
<i>July – Sept 2019</i>	<i>267,277</i>	<i>185,806</i>	<i>45,062</i>	<i>1:21</i>	<i>52.7%</i>	<i>77,414</i>

Source: Google Analytics

Social Media Traffic

<i>Month</i>	<i>Social Media Impressions</i>	<i>Social Media Engagements</i>	<i># of Social Media Followers</i>	<i># of New Social Media Followers</i>	<i>Social Media Clicks</i>	<i>Total Messages/Posts</i>
<i>July 2018 – June 2019</i>	<i>321,810</i>	<i>8,425</i>	<i>5,943</i>	<i>1,450</i>	<i>N/A</i>	<i>N/A</i>
<i>July 2018 – Sept 2019</i>	<i>106,000</i>	<i>3,597</i>	<i>N/A</i>	<i>394</i>	<i>N/A</i>	<i>N/A</i>
<i>July – Sept 2019</i>	<i>787,170</i>	<i>5,224</i>	<i>6,666</i>	<i>475</i>	<i>3,572</i>	<i>305</i>

Source: Sprout Social

Public Relations

<i>Month</i>	<i># of Press Releases</i>	<i># of Media Inquiries</i>	<i>Earned Media Impressions</i>	<i>Earned Media Dollar Figure</i>	<i># of Positive Stories Published</i>	<i># of Negative Stories Published</i>
<i>July 2018 – June 2019</i>	<i>6</i>	<i>9</i>	<i>269,724</i>	<i>\$10,317</i>	<i>22</i>	<i>4</i>
<i>July – Sept 2019</i>	<i>8</i>	<i>0</i>	<i>163,288</i>	<i>\$11,810</i>	<i>6</i>	<i>0</i>

DEFINITIONS:

Page Views is the total number of pages viewed. Repeated views of a single page are counted.

Unique Page Views is the number of sessions during which the specified page was viewed at least once. A unique page view is counted for each *page URL + page Title* combination.

Bounce Rate: A *bounce* is a single-page session on your site. In Analytics, a bounce is calculated specifically as a session that triggers only a single request to the Analytics server, such as when a user opens a single page on your site and then exits without triggering any other requests to the Analytics server during that session. Bounce rate is single-page sessions divided by all sessions, or the percentage of all sessions on your site in which users viewed only a single page and triggered only a single request to the Analytics server.

Earned Media: Amount of free publicity typically generated from press releases.

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CareerSource Tampa Bay
4902 Eisenhower Blvd., Suite 250 | Tampa, FL 33634
CareerSourceTampaBay.com

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