



Wednesday, May 22, 9:00 AM
9215 N. Florida Ave., Ste. 101, Tampa, FL

One Stop Committee Agenda

- I. **Welcome and Introductions**Michael Ramsey, Chair
- II. **Public Comment**
- III. **Action/Discussion Items**
 - 1. Approval of Minutes – February 20, 2019 One Stop Committee Page 2
 - 2. PY 2019-2020 One Stop Strategic Goals Jody Toner, Page 7
- IV. **Information Items**
 - 1. Summer Job Connection Update..... Jody Toner, Page 9
 - 2. One Stop Operator Update / Portal Update Anna Munro, Page 10
 - 3. 2018 – 2019 One Stop Goals Update Jody Toner, Page 12
 - a) WIOA Adult, Dislocated Worker & Youth and Welfare Transition Programs Update..... Page 18
 - b) Migrant and Seasonal Farmworker (MSFW)..... Page 20
 - c) Performance Dashboard Page 21
 - d) Website Traffic and Social Media..... Page 22
 - 4. Internal Program Monitoring Jody Toner, Page 24
- V. **Board Members Comment**
- VI. **Adjournment**

Next One Stop Committee Meeting – August 21, 2019

CareerSource Tampa Bay One-Stop Committee Minutes

Date: February 20, 2019, 9:00 a.m.
Location: 9215 N Florida Ave., Ste. 101, Tampa, FL

Call to Order

Chair Mike Smith called the meeting to order at 9:01 a.m. There was a quorum present with the following One-Stop Committee members participating.

Committee Members in Attendance

Tom Aderhold (via phone), Leerone Benjamin, Sandra Brown attending for Mireya Hernandez, John Howell, Paul Orvosh (via phone), Michael Smith.

Committee Members Not in Attendance

Stephanie Brown-Gilmore, Ginger Clark, Richard Cranker, Elizabeth Gutierrez, Randall Hasson, April May, Michael Ramsey.

Staff

John Flanagan, Juditte Dorcy, Jody Toner, Anna Munro, Michelle Schultz.

BOCC Liaison

Kenneth Jones

Public Comments

There were none.

The agenda items are listed in the order of discussion.

▶ Indicates Committee Action

Action Items

▶ Action Item Approval of Minutes November 7, 2018 One Stop Committee Meeting

A motion to approve the minutes of November 7, 2018 One Stop Committee meeting minutes was made by John Howell and seconded by Leerone Benjamin. The motion carried.

▶ Action Item #2 Career Services - Presented by Jody Toner

A motion to approve the process of formally procuring a service provider for WIOA Title/Career Services was made by John Howell and seconded by Tom Aderhold. The motion carried.

The following points of discussion ensued:

- John Flanagan pointed out that services are based on eligibility; Career Services are for anybody who walks in at any of our locations.

► **Action Item #3 Supportive Service and Incentive Policy** - Presented by Jody Toner
A motion to approve the CSTB Modified Supportive Service and Incentive Policy was made by Leerone Benjamin and seconded by John Howell. The motion carried.

The following points of discussion ensued:

- The Committee recommended a name change from “VISA” cards, to “Support Services Card”.
- The Committee provided an adjustment on the CEO waiver cap up to \$1,500. They also recommended that anything above this amount would require Board Chair approval.

Information Items

Junior Achievement of Tampa Bay - STEM TEC 2019 Program - Presented by Juditte Dorcy
CSTB will be partnering with Youth Innovative Services and Junior Achievement of Tampa Bay in the summer program.

- The Program will start June 3, 2019 and end June 28, 2019.
- Program will service students from ages 14 -17. Students will learn as they work, developing workforce skills and learning the skillset of coding.
- Richard George, CEO of Junior Achievement, approved an increase to serve approximately 150 youths per year for each year of the agreement.
- CSTB is in the 3rd and final year of that agreement.
- Budget range between \$300,000 to \$500,000.

Summer Youth Employment Program (SYEP) - Presented by John Flanagan

CSTB is excited to announce the implementation of a 2019 Summer Youth Employment Program.

- Ken Jones has been very helpful in fostering connections.
- Targeted goal serving over 300.
- Tentative start date June 10, 2019 to July 19, 2019.
- Target high priority industries and occupations.
- Leerone Benjamin suggested reaching out to the City of Tampa, they have had a summer program in the past. He suggested that there might be an opportunity for program expansion through them. They employed approximately 40-60 youths in the Parks and Recreation Department.
- The program will be funded by TANF, pay disbursed by CSTB, for students of Hillsborough County, and may be expanded to include students with disabilities.

Temporary Assistance to Needy Families (TANF) Funding Eligibility - Individual Training Accounts (ITAs) - Presented by Jody Toner

- We will be moving forward with the determination of eligibility with our ITA's.
- We will be screening the WIOA AD and WIOA DW and Youth customers to ensure they meet TANF eligibility.
- Document confirmed eligibility for TANF Funds.

- TANF funds will be used for the first year of training. If on a two-year training program, the funding would fall under WIOA in the second year.
- Will start the process in March. We will work on retraining staff to get this executed.
- This is an opportunity to serve more customers.

One Stop Operator Update - Presented by Anna Munro

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

- The portal went live on February 15, 2019.

Tech Hire Program - Presented by Michelle Schultz

- Total number of participants enrolled goal: 1175 (To date: 1147), (98% of goal)
- Total participants completing education/training 1000 (To date: 228), (23% of goal)
- Data reported for the quarter ending September 30, 2018.

CareerSource Florida Grants Summary - Presented by Michelle Schultz

Three grants awarded from DEO and CareerSource Florida

- Community Based Training - Construction Grant ends June 30, 2019.
- CareerReady Grant ends June 30, 2020.
- IT Training Grant ends June 30, 2019.

HCC CareerREADY Training - Presented by Anna Munro

The Agreement with HCC was executed on February 9, 2019 and classes will begin in March.

Infrastructure Funding Agreement (IFA) - Presented by Anna Munro

CSTB is currently in the process of scheduling a meeting with each partner to address the level of their proportionate use of the One Stop delivery centers relative to the benefits they have received.

One Stop Goals - Strategic Goals Update for 2018 - 2019

Period Covering: July thru December 2018

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.
 - Center Traffic QTR 1: 34,238, QTR 2: 29,063 - Reduction of 15% can be caused by lower unemployment rate, seasonal, or underemployed population not being represented.
 - Re-employment Services and Eligibility Assessment (RESEA)
 - Registered: 2,220, Attended: 1,638. percentage of Show rate 73.78%
- Objective 2: Maximize the use of technology and online services to meet job seeker needs.
 - Employability Skills and Workshop Attendees
 - QTR 1: 1,882, QTR 2: 1,415, YTD: 1,551, Prior PY 2017-18: 6,607

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

- Objective 1: Increase Occupational Skills Training (OST) New enrollments.
 - QTR 1: 108, QTR 2: 230, YTD: 548, Prior PY Q2 2017-18: 162
- Objective 2: Increase enrollments in Apprenticeship and Pre-Apprenticeship Programs.
 - QTR 1: 1, QTR 2: 20, YTD: 325, Prior PY Q2 2017-18: 42
- Objective 3: Increase enrollments in short term Career-Ready programs.
 - WIOA QTR 1: 19, CareerSource Florida Grant QTR1: 13, WIOA QTR2: 0, CareerSource Florida Grant QTR 2: 0, PY 2017-18: 150
 - No new enrollments, we are looking at our internal processes to ensure they are correct and confirming with DEO and DOL.
 - We have over 16 OJT agreements signed this year.

Goal 3: Effectively Manage Key Workforce Development Performance.

- Objective 1: Manage workforce development performance through monitoring and analysis of performance reports.
 - Placements QTR 2: 3,780, Ranking 10 Avg.
- Objective 2: Evaluate the effectiveness of program/services.
 - QTR 2: 97.6 approval rate, YTD 92.3%

Program Update: Snapshot Active Caseload Report-July-December 2018

- WIOA Total 1,902, WTP Served 1,812. Numbers represent Active. 2017-2018 numbers are cumulative numbers for the year.
- Workforce Youth and Opportunity Act Youth Program
 - Average wage at placement was \$11.39
 - Ken Jones suggested that reporting the prior year Q1 and Q2 be represented in the same format as present Q1 and Q2 for direct comparison.
- Migrant and Seasonal Farmworker (MSFW)
- Performance Dashboard
- Monthly Management Report (MMR)
- Primary Indicators or Performance
 - Caseload dropping affects the numbers.
 - Questions/Comments: Were we eligible for hourly pay increase in Florida and what is the current rate? Current rate is \$8.46, but every placement we achieve is graded on a salary wage rate as \$14.63.
 - What is our average rate for the youths in the programs? \$11.39 it is inclusive of all WIOA programs and youths that have exited. Some youth do start but do not finish.
- Website Traffic and Social Media
 - July 2018 – December 2018
 - No. of people visited: 109,938
 - No. of visits: 202,190
 - Page views: 651,751

Social Media Traffic

July 2018 – December 2018

- No. of new Twitter followers: 20
- No. of Facebook fans: 114
- No. of LinkedIn followers: 209
- No. of engagements: 5,223
- No. of impressions: 272,242

Emsi Economy Overview-Presented by John Flanagan

- New Data Analytic Software Program
- Over the next several months we'll be trying to condense this information into a dashboard format.

Internal Program Monitoring

Completed list of the programs we are monitoring. This program will be moving over to Jody Toner so you will be seeing some changes.

Wagner Peyser Demographic

- # of Customers Served: 22,890

- Types of Services Provided
- # of Job Placements: 7,526
- # of Job Referrals: 31,885
- # Resumes Posted: 8,681
- Total Services Provided: 128,380

Board Members Comment

John Flanagan and Tom Aderhold extended a thank you to all of the staff for their hard work.

Tom Aderhold announced that Veterans Memorial Park Foundation has launched a needs and concept validation for a brand-new facility. It will be called the Military Learning Center of Tampa Bay. In Jacksonville there is a STAR Base program - STEM orientation and education program for at risk youths targeting primarily 5th graders. Tampa area does not have a Department of Defense Star Funded base program. Tom will be talking to McDill A.F.B. Commanding Officer tomorrow to encourage him to host or sponsor a program locally. Tom will be bringing back more information.

Next Meeting May 22, 2019

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



Action Item #2

2019 – 2020 One Stop Strategic Goals Update

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

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 **through the One Stop Partner Portal**, automation of job seeker registration in Employ Florida and data sharing.
- **Identify virtual services platform to promote robust services to job seekers and employers.**
- **Explore options to implement a multi-channel contact center as an enhanced communication strategy to handle inbound calls, text messaging and web chat services.**

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
 - Manufacturing
 - Information Technology
 - Financial & Professional Services
 - **Hospitality**

Objective 2: Increase enrollments in Apprenticeship and Pre-Apprenticeship Programs through Department of Education and Industry recognized models.

- 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.
- Enroll job seekers into training programs that include Occupational Skills Training (OST) and Work-Based Learning programs such as On-the-Job Training (OJT).

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.

GOAL 3: EFFECTIVELY MANAGE KEY WORKFORCE DEVELOPMENT PERFORMANCE.

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

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

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.
- Analyze Wagner Peyser customer demographics on a bi-annual basis to include: age, ethnicity, educational levels, special populations, etc.
- Generate unrestricted funds for the region through programs such as: Department of Health Tobacco Free Florida and Department of Economic Opportunity Florida Ready to Work Assessments.



Information Item 1

Summer Job Connection (SJC) Update

- 4.1.19- Program Application launched for Youth & Employers
- Application Stats as of 5.10.19:
 - Youth: 672
 - Employers: 55 applications and 378 positions
- Extensive outreach efforts are underway by our team via community based events, job fairs at University Area CDC, Erwin Tech Open House, RNG Social event, email blasts, social media campaign, radio spots, Employ Florida Youth and Employer lists, networking contacts, business leads and much more!
- On Monday, April 15 2019, 2 p.m. CareerSource Tampa Bay, Hillsborough County Board of County Commissioners, and the Hillsborough County School District held a joint press conference at CareerSource Tampa Bay's Tampa Center, 9215 North Florida Avenue, Suite 101, Tampa 33612.
- Employers include:
 - Advanced C4 Solutions
 - Alternative Energy Application
 - Angels Unaware, Inc.
 - Blonce Motors
 - Boys & Girls Club of Tampa Bay
 - Brockman Repair Service
 - Centre for Girl
 - ECHO of Brandon
 - Erus Energy
 - Film Tampa Bay
 - Fish Window Cleaning
 - Greater New Hope Anointed Ministries
 - Greater Riverview Chamber of Commerce
 - Kingdom Kids Learning Center of Tampa
 - Maid Brigade of Tampa Bay
 - MetaQub Interactive
 - Minimise USA, LLC
 - Nappy Daze, LLC
 - Parwani Law, P.A.
 - Perry Ellis International, Inc.
 - PRI Construction Materials
 - Priority Care Solutions
 - Project LINK, Inc.
 - Proletics
 - Pro-Tools, Inc.
 - Red Wall Marketing
 - School District of Hillsborough County
 - Southshore Insurance Professionals
 - Tampa Bay Wave
 - Tea Bowls and Desserts, LLC
 - THA/Oaks at Riverview Community Center
 - The Crisis Center of Tampa Bay
 - Xclusive LCP Solutions
 - Young Smiles Pediatric Dentistry

Key Program Dates:

- 04.15.19 – Youth Registration/Intake Sessions Began & Employer Worksite Screenings
- 06.04.19 – Youth Summit Event at Double Tree Hilton located at 4500 W. Cypress Street
- 06.10.19 – Participants first day of work
- 06.10.19 – 7.19.19: SJC Career Specialist conduct onsite weekly monitoring
- 07.19.19 – Participants last day of work

One Summer Can Change your Future – We are making connections that matter!



Informational Item 2

One Stop Operator Update

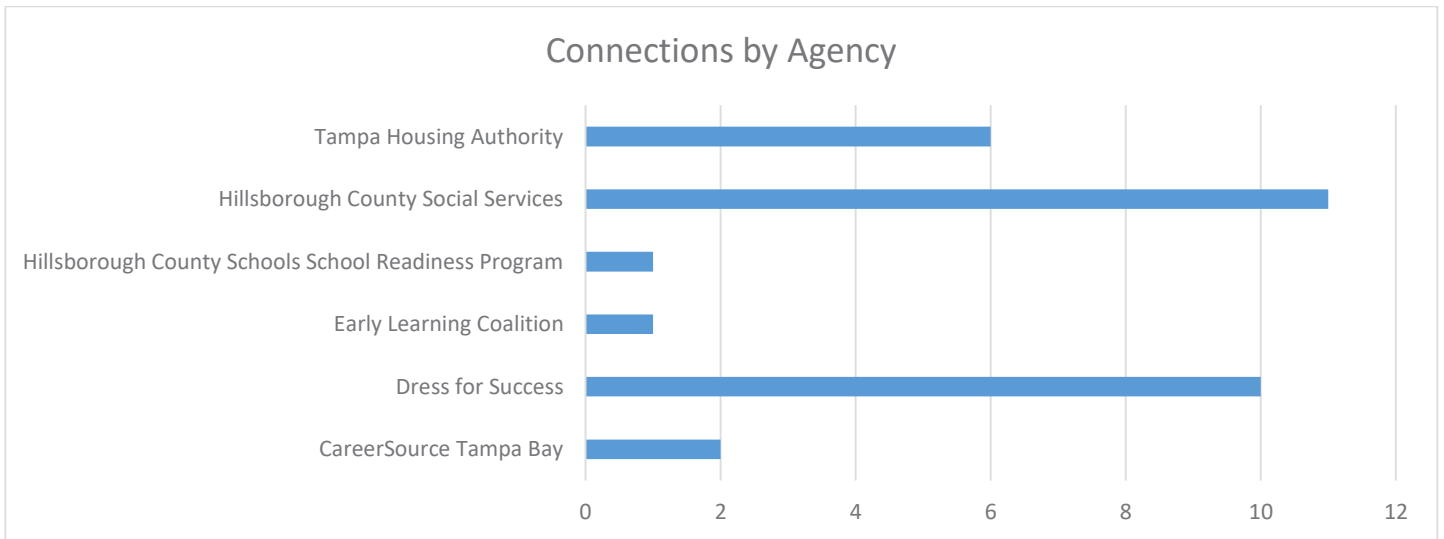
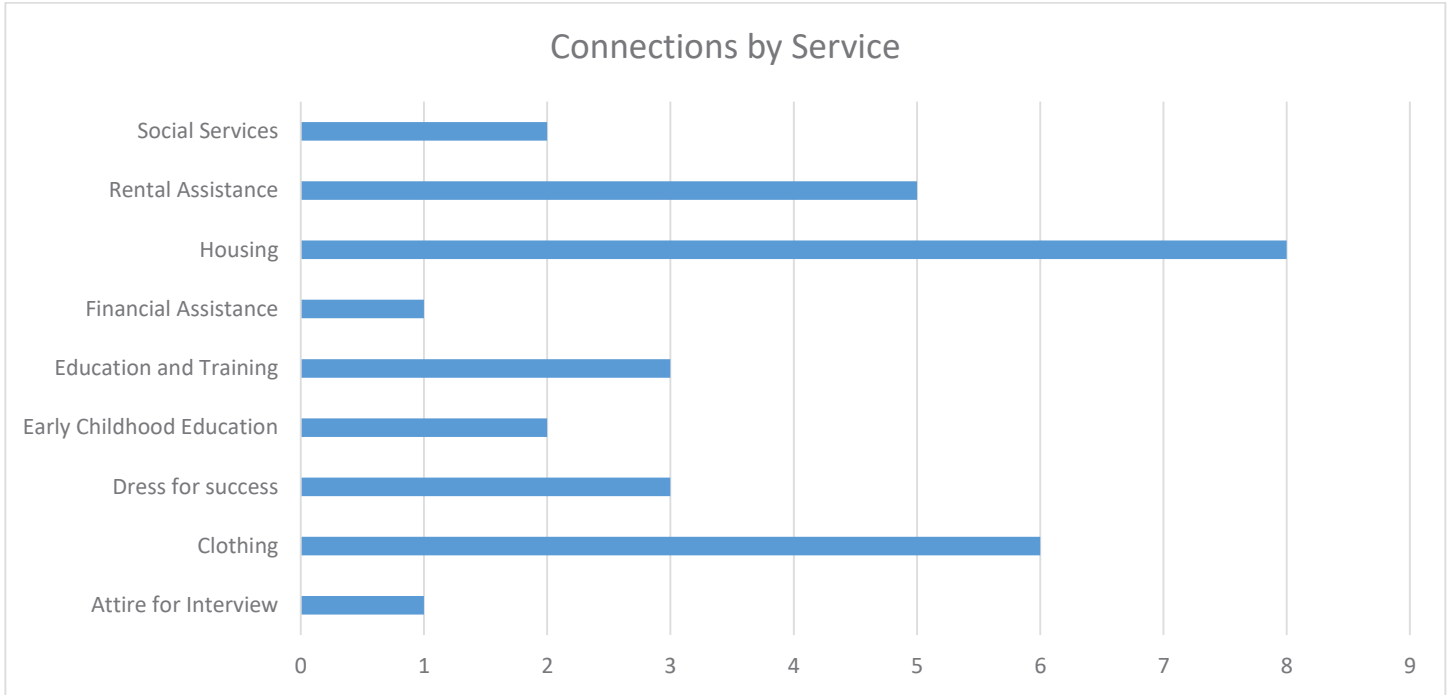
CareerSource Tampa Bay defines the role of a One-Stop Operator as an entity that coordinates the service delivery of participating one-stop partners and service providers within the Career Centers.

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 successfully launched on 2/15/2019 with 15 partner pages. 2. 5 additional partners added since launch. 3. 31 submissions of Agency Connection Form since launch. All from CSTB to other agencies. 4. Efforts ongoing to increase usage among partners to refer to CSTB.
MOU	<ol style="list-style-type: none"> 1. Master MOU Template for WIOA mandatory partners and MOA for other partners drafted for use by CSTB. 2. WIOA Mandatory Partner List created with targets identified for pursuing MOU. 3. WIOA Mandatory Partner MOU Checklist created to ensure compliance with TEG 16-16.
Partner Meeting	<ol style="list-style-type: none"> 1. Held Q3 Partner Meeting on 03/20/2019 with 16 attendees from 11 partner agencies. <ul style="list-style-type: none"> - Dress for Success and Hillsborough County Social Services presented during Partner Spotlight. 2. Minutes taken and distributed to partners. 3. Next meeting scheduled for 06/19/2019 with Housing Education Alliance and Tampa Bay Academy of Hope presenting during Partner Spotlight. Center tour planned for interested partners during this meeting. Also a refresher on Partner Portal and completing Agency Connection Forms.
Universal Design/Barriers to Employment	<ol style="list-style-type: none"> 1. No Update
Customer Satisfaction Initiatives	<ol style="list-style-type: none"> 1. Produced requested top line reports for January, February, March, and April.

Partner Portal Referrals: February 15, 2019 through April 30, 2019



Number of Referrals by Service

Attire for Interview	1
Clothing	6
Dress for success	3
Early Childhood Education	2
Education and Training	3
Financial Assistance	1
Housing	8
Rental Assistance	5
Social Services	2
Grand Total	31

Number of Referrals by Agency

CareerSource Tampa Bay	2
Dress for Success	10
Early Learning Coalition	1
Hillsborough County School	1
Hillsborough County Social	11
Tampa Housing Authority	6
Grand Total	31



Information Item 3

2018 – 2019 One Stop Strategic Goals Update

For Period Covering: July thru March 2019

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>
2018 - 2019	34,238	29,063	29,807		93,108
<i>Prior PY 17-18</i>	38,220	34,059	36,183	34,184	142,646

<i>By Location</i>	<i>PY 18-19</i>	<i>QTR 3 PY 18-19</i>
<i>Tampa</i>	71,515	22,922
<i>Brandon</i>	13,152	4,083
<i>Plant City</i>	404	294
<i>Ruskin</i>	3,141	921
<i>Career Prep Center</i>	4,896	1,587
Totals	93,108	29,807

- 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): QTR 3: Jan. – Mar. 2019				QTR 3: PY1718	
Center	Registered	Attended	% Show Rate	Registered	Attended
Tampa	500	255	51.00%	532	304
Brandon	596	301	50.5%	588	317
Plant City	77	39	50.65%	N/A	N/A
Ruskin	72	38	52.78%	68	40
Career Prep Center	146	80	54.79%	146	85
Totals	1,811	924	51.02%	1,719	968

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	QTR 1	QTR 2	QTR 3	YTD 18-19	PY1718 QTR 3	Prior PY 17-18
	1,882	1,440	1,786	5,083	1,565	6,607

- The top three workshops by attendance:
 - Resume Development (238 attended),
 - Modern Day Job Search for Mature Workers (162 attended), and
 - Career Mapping (118 attended)

Center	Q1	Q2	Q3	YTD PY 18-19		PY1718 Q3	Prior PY 17-18	
	# Attendees	# Attendees	# Attendees	# Attendees	% by Location	# Attendees	# Attendees	% by Location
Tampa	1,105	851	1,026	2,982	59.33%	927	4,018	60.80%
Brandon	642	475	555	1,672	33.88%	521	2,154	32.60%
Ruskin	105	50	112	267	4.70%	98	396	6%
Career Prep Center	0	7	4	11	0.21%	19	39	0.60%
Plant City	30	32	89	151	1.88%	0	N/A	N/A
Totals	1,882	1,415	1,786	5,083	100%	1,565	6,607	100%

Online Job Seeker Services: Assessments, Job and Career Readiness, GED/ESOL Preparation and Computer Skills Training.

<i>Categories:</i>	Q1	Q2	Q3	YTD 18-19	PY1718 Q3	Prior PY 17-18
	# Utilized	# Utilized	# Utilized	# Utilized	# Utilized	# Utilized
<i>Workplace Skills</i>	459	283	239	981	487	1,471
<i>Future Plans</i>	11	8	1	20	6	317
<i>eCourses</i>	1,533	1,266	963	3,762	1,384	2,791
<i>Penn Foster</i>	17	3	5	25	5	40
<i>Computer Training</i>	117	90	57	264	118	506
<i>Florida Ready to Work</i>	89	69	47	205	0	69
Totals	2,226	1,719	1,312	5,257	2,000	5,194

- 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

<i>Categories:</i>	Q1	Q2	Q3	YTD 18-19	Q3 17-18	Prior PY 17-18
<i># Served</i>	16,652	15,145	13,515	45,312	31,174	77,774
<i># of Services</i>	66,990	61,487	58,274	186,751	101,366	435,856
<i># of Staff Assisted Services</i>	25,399	31,652	26,133	83,184	54,636	243,296
<i># Referrals</i>	9,632	8,369	10,049	28,050	12,751	61,078
<i># External Referrals</i>	7,644	6,240	5,679	19,563	8,051	35,852
<i># Resumes Posted</i>	4,648	4,057	4,536	13,241	5,401	21,115
Totals	105,566	95,298	92,053	292,917	158,743	631,675

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
 - Manufacturing
 - Information Technology
 - Financial & Professional Services

Occupational Skills Training	Q1 # New Enrollments	Q2 # New Enrollments	Q3 # New Enrollments	PY1718 Q3 # New Enrollments	Prior PY 17-18 YTD Served
<i>WIOA Adult/Dislocated Worker</i>	94	213	165	67	576
<i>Youth</i>	14	17	9	2	228
Totals	108	230	174	69	804

- Funding update:
 - Funding is available under **WIOA Adult and Dislocated Worker** Program for occupational skills training and apprenticeship programs.
 - 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	Q1 # New Enrollments	Q2 # New Enrollments	Q3 # New Enrollments	PY17-18 Q3 # New Enrollments	Prior PY 17- 18 Served
<i>On-the-Job Training</i>	21	0	0	18	497
<i>Paid Work Experience</i>	6	0	0	12	354
Totals	27	0	0	30	851

- Educate staff and community on the use of *Eligible Training Provider List* and targeted occupations or training programs under WIOA.

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	Q1# New Enrollments	Q2 # New Enrollments	Q3 # New Enrollments	PY17-18 Q3 # New Enrollments	Prior PY 17-18 # Enrolled
<i>Ironworkers</i>	0	0	5	14	118
<i>Tampa Area Joint Apprenticeship and Training Committee (JATC)</i>	1	20	0	11	120
<i>Florida Refrigeration & Air Conditioning Contractors (FRACCA)</i>	0	0	0	0	54
<i>Plumbers and Pipefitters</i>	0	0	0	10	47
<i>Central Florida Heat and Frost</i>	0	0	0	1	7
<i>International Union of Operating Engineers</i>	0	0	0	2	10
Totals	1	0	5	0	356

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	WIOA QTR 3	CareerSource Florida Grant QTR 3	WIOA YTD	CareerSource Florida Grant YTD	Prior PY 17-18
<i>Welding</i>	0	10	0	19	74
<i>Soldering</i>	0	0	15	0	21
<i>Construction</i>	25	25	29	29	22
<i>Mechatronics/Robotics</i>	0	0	0	0	33
Totals	25	35	44	48	150

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 18-19</i>	<i>Placements</i>	<i>Ranking</i>	<i>Statewide Placements</i>
<i>July</i>	<i>1,158</i>	<i>9</i>	<i>10,973</i>
<i>August</i>	<i>1,222</i>	<i>11</i>	<i>12,656</i>
<i>September</i>	<i>1,351</i>	<i>9</i>	<i>12,922</i>
<i>October</i>	<i>1,358</i>	<i>12</i>	<i>14,407</i>
<i>November</i>	<i>993</i>	<i>13</i>	<i>11,914</i>
<i>December</i>	<i>1,429</i>	<i>5</i>	<i>11,230</i>
<i>January</i>	<i>942</i>	<i>14</i>	<i>12,219</i>
<i>February</i>	<i>803</i>	<i>11</i>	<i>9,840</i>
<i>March</i>	<i>860</i>	<i>12</i>	<i>10,266</i>
<i>QTR 3 Totals</i>	<i>2,605</i>	<i>12 Avg.</i>	<i>32,325</i>
<i>PY1819 Totals</i>	<i>10,116</i>	<i>11 Avg.</i>	<i>106,427</i>
<i>PY1718 QTR 3 Totals</i>	<i>6,375</i>	<i>4 Avg.</i>	<i>44,644</i>
<i>Prior PY 17-18 Totals</i>	<i>30,656</i>	<i>3 Avg.</i>	<i>211,737</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.

<i>Customer Satisfaction Survey Results</i>	<i>Q3</i>		<i>YTD 18-19</i>		<i>Prior PY 17-18</i>	
	<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>	<i>440</i>	<i>97.9%</i>	<i>1,196</i>	<i>96.8%</i>	<i>1,233</i>	<i>95.3%</i>
<i>Employability Skills Workshops</i>	<i>741</i>	<i>98.3%</i>	<i>2,933</i>	<i>93.9%</i>	<i>3,131</i>	<i>98.4%</i>
<i>Welfare Transition Lab</i>	<i>13</i>	<i>66.7%</i>	<i>49</i>	<i>80.5%</i>	<i>37</i>	<i>89.1%</i>
<i>Totals</i>	<i>1,194</i>	<i>87.6%</i>	<i>4,178</i>	<i>90.4%</i>	<i>4,401</i>	<i>94.3%</i>



Information Item 3 (a)

Programs Update: Snapshot Report

Workforce Innovation and Opportunity Act (WIOA)

	2018-2019 July – March 2019	2017-2018 July – June 2018
ADULT	1,084	1,755
DISLOCATED WORKER	831	1,409
YOUTH	705	1,177
Total	2,620	4,341

Note: Active between 7/1/18-3/31/19

Welfare Transition Program (WTP)

	2018-2019 July – March 2019 Active Caseload	2017-2018 July – June 2018 Cummulative
WTP Applicant	748	9,029
WTP Mandatory	1,114	2,744
WTP Transitional	290	613
Total	2,152	12,386

Note: Served between 7/1/18-3/31/19



Information Item 3 (a)

Workforce Innovation and Opportunity Act Youth Program PY 18-19 YTD

Reporting Period: July – March 2019				Reporting Period: PY 2017 - 2018		
Performance Category	PY 18-19			PY 17-18		
	Planned	Actual	% of Goal	Planned	Actual	% of Goal
<i># Served</i>	1,484	834	56.2%	1,484	1,177	79.3%
<i>Credentials</i>	700	70	10.0%	700	308	44.0%
<i>Positive Outcomes</i>	650	152	23.4%	650	290	44.6%
Employment		143			273	
Military		2			3	
Post-Secondary Outcome		7			14	

Youth Employment: July to March 2019	
Total Placements YTD	143
Average Wage at Placement	\$12.08



Information Item 3 (b)

Migrant Seasonal Farm Worker MIC (Migrant Indicators of Compliance) Performance Report

Period: 7/1/18-3/31/19

		Actual Number Accomplished for Total MSFWs	Actual Percent Accomplished for Total MSFWs	Target Number Required (based on Non-MSFW served or Federal Perf)	Actual Number Accomplished for All Non-MSFW Applicants	Percent Required (based on Non-MSFW served or Federal Perf)	Met Requirement (Yes or No)
No#	Reporting Element	Actual Number	Actual Percentage	Required Number	Actual Number	Required Percentage	Met Requirement
F. MIC Performance Indicators							
I. Equity Ratio Indicators							
1	Total Active Applications	1,669			34,503		
4	Referred to Employment	2,925	175.255%	363	7,505	21.752%	YES
28	Referred to Support Services	1,460	87.478%	2	37	0.107%	YES
29	Received Staff Assisted Services	1,505	90.174%	882	18,226	52.824%	YES
2	Complete Applications	178			16,558		
24	Job Development Contact	2	1.124%	0	23	0.139%	YES
26	Career Guidance	130	73.034%	25	2,333	14.09%	YES
II. Minimum Service Level Indicators							
7	Placed in Jobs	1,335	79.988%	709	318	42.50%	YES
23	\$0.50 Over Minimum Wage of \$7.25	1,327	79.509%	234	294	14.00%	YES
15	Placed in Long Term Non-AG Job (over 150 days)	0	0.00%	50	251	3.00%	NO



Information Item 3 (c)

Performance Dashboard 5.10.19

Active			PY 18-19 Totals												
Adult 750	OST 869	OJT 1	<p>Median Wages</p> <table border="1"> <tr><th>Category</th><th>Median Wage</th></tr> <tr><td>Dislocated Worker</td><td>17.00</td></tr> <tr><td>Adult</td><td>16.19</td></tr> <tr><td>Youth</td><td>11.00</td></tr> <tr><td>WP</td><td>8.50</td></tr> </table>	Category	Median Wage	Dislocated Worker	17.00	Adult	16.19	Youth	11.00	WP	8.50	Employers Served 990	Individuals Served 34,207
Category	Median Wage														
Dislocated Worker	17.00														
Adult	16.19														
Youth	11.00														
WP	8.50														
DW 391	Apprenticeship 307		Direct Placements 1,883	Staff Assisted 22,410											
Youth 319	Work Experience 3		Returning Employers 506	Self Assisted 11,797											
			Returning % 51.11%	Individuals Employed 10,413											
			Job Orders 1,201	WP Median Wage \$8.50											
WIOA AD Adult EE: 234 Adult Non-EE: 247 Adult EE Rate: 49 % Adult Average Wage: \$17.64 Adult Median Wage: \$16.19			WIOA DW DW EE: 287 DW Non-EE: 202 DW EE Rate: 59 % DW Average Wage: \$22.27 DW Median Wage: \$17.00		WIOA Youth Youth Closed Positive: 152 Youth Closed Non-Positive: 287 Youth PO Rate: 35 % Youth Average Wage: \$12.31 Youth Median Wage: \$11.00										

Source: Employ Florida/OSST

Last Updated
5/10/2019



INFORMATION ITEM 3 (d)

Public Relations/Marketing Update

OVERVIEW:

CareerSource Tampa Bay added a new addition to the marketing team. Doug Tobin started as the Public Relations/Marketing Director on March 25, 2019. He joins Jeanette Morales, Marketing Communications Manager who joined CSTB January 14, 2019.

One of the goals of the marketing team this quarter will be to develop a marketing/communications plan that would be utilized to promote the agency's brand, programs and grants. The marketing plan would identify best practices to reach our targeted audience and provide measurable results. The communication plan will look at efforts to best communicate internally and externally. The plan will also look at developing an editorial calendar to communicate various programs, career fairs and other efforts through earned media/public relations.

MARKETING CAMPAIGNS:

- **Summer Job Connection:** CareerSource Tampa Bay is inviting Hillsborough County youth ages 16 to 21 to participate in a summer youth employment program. The program will provide part-time paid work experience for up to 650 Hillsborough County youth that meet eligibility requirements. The marketing effort will include radio advertising, digital advertising, email marketing and organic social media promotion. Campaign will run from April-July, 2019.
 - Digital marketing/advertising in LinkedIn and retargeting ADs including 125,000 impressions in email marketing targeting youth and employers in April/May. There have been 8,420 web-page views and 40 business referrals since the campaign started.
 - Public Relations: We also had *earned media* to help promote this campaign with news features on Chanel 8, Bay News 9, Tampa Bay Times, and Business Journal and paid media with ABC's Morning Blend.
- **Tech Hire:** The marketing effort includes organic social media promotion and digital marketing/advertising, targeting 17-29 year olds, unemployed/underemployed in Hillsborough County looking for a career in IT or Healthcare. We are also targeting specific zip codes that have generated positive results in the past. Campaign runs April 4 to June 30, 2019. We have received 8,420 hits to the USF Boot Camp landing page/website developed since the campaign started in April.
- **Hurricane Maria:** We are advertising on a Hispanic radio station MAXIMA 92.5 to target victims affected by Hurricane Maria. The campaign will run from April through the summer of 2019. The advertising stopped briefly in May to revamp the campaign to increase the amount of leads.
 - Current referrals received: 260 as of May 1, 2019 mainly as a result of outreach effort.
- **Career Ready:** This campaign will be assisted by the PR/Advertising firm, Moore Communications and started on May 10, 2019.
- **Soft Skills Development Grant:** Marketing is working to build a landing page, flyers and other support materials.
- **Apprenticeship FLA Grant:** Marketing started working on this grant in May.

PUBLIC RELATIONS

The following **press releases** were released:

1. Professional Mixer (March 6)
2. Summer Job Connection (Kick-Off to the event) (April 15)
3. Annual Job Fair (April 16)

There was one **press conference** that was held for the Summer Job Connection. The press conference was held on Monday, April 15, 2019. We also updated our newsroom online to include videos of appearances on Saturday Spotlight-WTTA-TV, Morning Blend-ABC, Bay News 9 to promote the Summer Job Connection.

SOCIAL MEDIA

- During the transition to the new marketing team Facebook and Instagram locked the team out from the CSTB accounts and we had to develop new pages. This will result in lower social media numbers in the short term but will provide us with the ability to use the power of social media marketing in the long term.
- Current Social Media following:
 - Facebook: 43, Intern Facebook: 998, LinkedIn: 3,537, Instagram: 276, Twitter: 1,649

WEBSITE

Marketing is working to launch the new CSTB website. We are working with our IT vendor and Moore Communications to finalize a timeline to launch the new website. We also saw a significant increase in website traffic in April, we believe due to the start of the marketing effort. In April, total page views for www.CareerSourceTampaBay.com had 108,287 page views.

Website Traffic

<i>Timeframe</i>	<i># of People Visited Site</i>	<i># of Visits</i>	<i>Page views</i>	<i>Returning Visitors</i>	<i>New Visitors</i>
<i>January – March 2019</i>	<i>39,985</i>	<i>68,090</i>	<i>246,156</i>	<i>20%</i>	<i>80%</i>
<i>July 2018 – March 2019</i>	<i>147,834</i>	<i>270,280</i>	<i>897,907</i>	<i>16.8%</i>	<i>83.2%</i>
<i>PY 2018 – 2019</i>	<i>268,491</i>	<i>463,112</i>	<i>1,587,580</i>	<i>15%</i>	<i>85%</i>

Source: Google Analytics

Social Media Traffic

<i>Month</i>	<i># of New Twitter Followers</i>	<i># of New Facebook Fans</i>	<i># of New LinkedIn Followers</i>	<i># of New Instagram Followers</i>	<i># of Engagements</i>	<i># of Impressions</i>
<i>Jan. – March 2019</i>	<i>3</i>	<i>0*</i>	<i>409</i>	<i>35</i>	<i>6,051</i>	<i>74,915</i>
<i>July 2018 – Mar. 2019</i>	<i>18</i>	<i>0*</i>	<i>644</i>	<i>187</i>	<i>6,051</i>	<i>246,945</i>
<i>PY 2017 – 2018</i>	<i>138</i>	<i>477</i>	<i>473</i>	<i>82</i>	<i>11,942</i>	<i>2,204,771</i>

Source: Sprout Social



INFORMATION ITEM #4

Internal Program Monitoring

FYE	Schedule	Monitored thru Year	Program
2018	08/01/18	2018	STEM
18 & 19	10/18/18	2018	Welfare Transition (including Lutheran)
18 & 19	10/25/18	2018	SNAP
18 & 19	11/05/18	2018	Wagner Peyser (Vet, EUC, RESA, MSFW, Job Orders)
18 & 19	11/12/18	2018	WIOA DW & AD (include OJT & EWT)
18 & 19	11/26/18	2018	WIOA Youth
2018	12/06/18	2018	Americans with Disabilities Act
2019	12/13/18	2018	Welfare Transition (including Lutheran)
2019	12/20/18	2018	SNAP
2019	12/31/18	2018	Tech Hire
2019	01/07/19	2019	Wagner Peyser (Vet, EUC, RESA, MSFW, Job Orders)
2019	01/14/19	2019	WIOA DW & AD (include OJT & EWT)
2019	01/24/19	2019	WIOA Youth
2019	02/01/18	2019	Employer satisfaction survey
2019	02/11/19	2019	Welfare Transition (including Lutheran)
2019	02/19/19	2019	SNAP
2019	02/27/19	2019	Wagner Peyser (Vet, EUC, RESA, MSFW, Job Orders)
2019	03/06/19	2019	WIOA DW & AD (include OJT & EWT)
2019	03/12/19	2019	Tech Hire
2019	03/18/19	2019	WIOA Youth
18 & 19	03/27/19	2019	TAA (Frequency TBD)
2019	04/01/19	2019	One Stop Credentialing
2019	04/05/19	2019	Welfare Transition (including Lutheran)
2019	04/15/19	2019	SNAP (Mandatory Program)
2019	04/24/19	2019	Wagner Peyser (Vet, EUC, RESA, MSFW, Job Orders)
2019	April-June	2019	Summer Job Connection
2019	05/10/19	2019	WIOA DW & AD (include OJT & EWT)
2019	05/20/19	2019	WIOA Youth
2019	05/27/19	2019	Tech Hire
2019	06/28/19	2019	JA Stem Tech
2018	08/01/18	2018	Support Services: On-site and Desk Reviews
2018	09/01/18	2018	Support Services: On-site and Desk Reviews
2018	10/02/18	2018	Support Services: On-site and Desk Reviews
2018	11/01/18	2018	Support Services: On-site and Desk Reviews
2018	12/04/18	2018	Support Services: On-site and Desk Reviews
2018	01/02/19	2018	Support Services: On-site and Desk Reviews
2018	02/01/19	2019	Support Services: On-site and Desk Reviews
2018	03/01/19	2019	Support Services: On-site and Desk Reviews
2018	04/02/19	2019	Support Services: On-site and Desk Reviews
2018	05/01/19	2019	Support Services: On-site and Desk Reviews
2018	06/01/19	2019	Support Services: On-site and Desk Reviews
2018	07/02/19	2019	Support Services: On-site and Desk Reviews



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