



Thursday, June 27, 2019, 11:00 AM
9215 N. Florida Ave., Ste. 101, Tampa FL

Executive Committee Agenda

11:00-11:05 AM	Welcome and IntroductionsSean Butler, Chair Public Comments Approval of Minutes 1. April 18, 2019 Executive Committee Minutes..... Sean Butler, Page 2
11:05-11:20 AM	Chair’s Report Sean Butler, Page 7 Board Counsel Report Trenam Law CEO ReportJohn Flanagan
11:20-11:40 AM	Action/Discussion Items 1. Ethics and Transparency Policy John Flanagan, Page 18 2. Vendor Recommendation-Consultant Services John Flanagan, Page 23 3. 2019-2020 Board Officers John Flanagan, Page 24
11:40-11:55 AM	Information Items 1. Interlocal Agreement extension John Flanagan, Page 25 2. Bylaws Ad-hoc Committee- Update John Flanagan, Page 26 3. USDOL/DEO Audit – Update John Flanagan, Page 27 4. Compensation Study – Update/Timeline.....Anna Munro, Page 28 5. Public Relations/Marketing UpdateDoug Tobin, Page 30
	Committee Reports 1. One-Stop CommitteeMichael Ramsey
11:55-12:00 PM	Future Business
12:00 PM	Adjournment

Next Executive Committee Meeting – August 15, 2019



CareerSource Tampa Bay (CSTB) Minutes of April 18, 2019 Executive Committee Meeting

Date: April 18, 2019 - 11:00 a.m.
Location: Career Source Tampa Bay, 9215 N. Florida Ave., Ste. 101, Tampa, FL

Call to Order

Vice Chair Sandra Murman called the meeting to order at 11:00 a.m. There was a quorum present with the following Executive Committee members participating.

Members in attendance

Ginger Clark (Via Conf. Call), Commissioner Sandra Murman, Roy Sweatman, Michael Smith, Michael Ramsey.

Not in attendance

Sean Butler, Randall King, Sophia West.

Staff Present

John Flanagan, Juditte Dorcy, Sheila Doyle, Anna Munro, Jody Toner, Mimi Tran, Michelle Schultz, Doug Tobin, Christina Witt, Tammy Stahlgren, Jeanette Morales and Joe Vitale.

Board Counsel

Charley Harris (Via Conf. Call).

BOCC Liaison/Representative

Kenneth Jones.

Guest

None.

The items are listed in the order of discussion.

▶ **Indicates Committee Action**

□ **Indicates Action Needed**

Public Comments

There were none.

▶ **Approval of Minutes**

▶ **February 21, 2019 Executive Committee Meeting Minutes.**

- A motion to approve the minutes of February 21, 2019 Executive Committee Meeting
- Motioned: Michael Smith
- Seconded: Michael Ramsey
- There was no further discussion. The motion passed unanimously.

Chairman's Report

In February 2019 the unemployment rate in Hillsborough County was 3.3 percent, a 0.3 percentage point reduction from February 2018. Leisure and Hospitality Industry continued to outpace the statewide growth in December. Declining job growth was noted in Government Services.

Key Initiatives and Events

Summer Job Connection

- Summer Job Connection has opened the application process for youth and the business community.
- Press Conference was held Monday April 18, 2019.
- Hillsborough County Commissioners have approved additional funding in the amount of \$150,000 to provide opportunities for up to 100 youth who do not meet the TANF requirements.

CareerSource April 16, 2019 Job Fair was well attended.

Board Counsel Report

Mr. Harris reported there has been no new contact with the FBI or any new developments regarding the investigation.

CEO Report

Summer Jobs Connection Program

There have been over 300 applicants (with 200 slots filled) and approaching 20 employers. Our goal is to get the youth engaged in different industry sectors in the community. A special thanks went out to Mike Ramsey and Hillsborough County School District for their support.

We will be presenting the FY 19-20 Budget at the next Finance Committee meeting held on May 9th. Expected presentation at full board meeting on May 16, 2019. We will be making changes to the Business and Program Services, which will affect the budget.

► Action Item: Bylaws / Ad Hoc –Consent Process

Refer to Page 12 of the April 18, 2019 Executive Committee Agenda Packet

- A motion to approve to amend the Bylaws (to remove the “Silent consent” process and move to a full board approval).
- Motioned: Michael Ramsey.
- Seconded by Roy Sweatman.
- There was no further discussion. The motion carried.

❖ Approved on Consent Agenda 5-16-19 at the Board of Directors Meeting

► Action Item: Summer Job Connection (SJC) Hillsborough County Agreement

Refer to Page 13 of the April 18, 2019 Executive Committee Agenda Packet

- Commissioner Sandra Murman declared a conflict of interest and abstained from voting.
- A motion to approve the Summer Job Connection - Hillsborough County Agreement.
- Motioned: Michael Smith.
- Seconded: Michael Ramsey.
- There was no further discussion. The motion carried.

❖ Approved on Consent Agenda 5-16-19 at the Board of Directors Meeting

► Action Item: FY 19-20 Board and Committee Schedule

Refer to Page 14 of the April 18, 2019 Executive Committee Agenda Packet

- The FY-19-20 Board and Committee Schedule was not approved. The Board members preferred to keep the Board and Executive Committee meetings offset every other month as they are presently. Schedule will be adjusted to accommodate the request. The revised schedule to be presented at the next Board of Directors Meeting scheduled for May 16, 2019.

► Action Item: Vendor Recommendations: IT, EDMS and Website Services

Refer to Page 15 of the April 18, 2019 Executive Committee Agenda Packet

There was only one proposal received. CSTB has a Due Diligence Policy which requires certain procedures when there are less than three qualified respondents. Therefore, CSTB will reach out to the businesses to get feedback on why more proposals were not submitted. We believe that was because of our very specific requirements within the RFP. It was noted the Complete Technology Systems is considered a small business.

- It was recommended that CSTB look at our future contracts to make sure we complying with any requirements to consider small business / minority business inclusion. It was suggested that we consult with our new legal services provider on this issue when they are selected.
- A motion to approve entering into contract negotiations with *Complete Technology Systems* for IT, EDMS, and Website Services.
- Motioned: Michael Ramsey.
- Seconded: Michael Smith.
- There was no further discussion. The motion carried.

❖ Approved on Consent Agenda 5-16-19 at the Board of Directors Meeting

► **Action Item:** Local Workforce Development Area Designation Local Board Composition & Certification
Refer to Page 17 of the April 18, 2019 Executive Committee Agenda Packet

Applications for Subsequent Local Workforce Development Area Designation and Local Board Composition Rosters are due on or before close of business April 15, 2019. CareerSource Tampa Bay has been working closely with Hillsborough County on compiling the required information for board composition rosters and updating all required forms.

CareerSource Tampa Bay (CSTB) will submit initial documents to DEO by established deadline. Subsequently CSTB will present to Hillsborough County for signatures at their next Board of County Commissioners Meeting on May 1, 2019.

- A motion to approve the Local Workforce Development Area Designation Local Board Composition & Certification.
- Motioned: Michael Ramsey.
- Seconded: Michael Smith.
- There was no further discussion. The carried.

❖ Approved on Consent Agenda 5-16-19 at the Board of Directors Meeting

Information Items

Interlocal Agreement between Hillsborough County and CareerSource Tampa Bay

Refer to Page 16 of the April 18, 2019 Executive Committee Agenda Packet.

This will be an Action Item presented to the Full Board on May 16, 2019.

[Approximately 11:23 a.m. Commissioner Sandra Murman excused herself, Mike Ramsey assumed the Chair Responsibility]

Public Relations / Marketing Update

(Refer to Page 18 of the April 18, 2019 Executive Committee Agenda Packet) Presentation followed the Agenda closely.

DEO Programmatic Monitoring Review

Audit conducted week of 4/15/19-4/19/19. DEO will provide an overview of any findings and other non-compliant issues that should be addressed by CSTB approximately 15 days after the audit. A preliminary report will be available of next week.

DEO EEO Review

The Florida DEO Office for Civil Rights performed an onsite audit on April 9, 2019. Due to new federal regulations updated in 2017, there will be minor changes in some of our processes. A draft report of any finding, deficiencies or observations will be sent to CSTB EEO in one to two weeks. CSTB will have 20 days to respond to make required changes.

DEO Financial Monitoring

The 2018-19 On-site financial monitoring took place the week of March 18th. The DEO monitor was onsite for a three (3) day period. Areas reviewed included cash management, SERA reporting, prepaid programs, etcetera. CSTB is working with DEO monitor to address a few follow-up questions and requests. Currently not aware of any issues or concerns, when a full report is received it will be shared.

Request for Proposal Update

No changes from timeline table published in the agenda.

Infrastructure Funding Agreement (IFA) Update

We are currently in the process of meeting with each required partner. We will be reaching out to Mike Ramsey of Hillsborough County School Board and the Second Chance REO Program through Tampa Bay Academy of Hope.

Summer Job Connection Update

394 Youth Applications received and 23 Employer Applications offering 215 Positions so far.

Three Benefits that will come from the program

- Gives Business and the community an opportunity to gauge the talent pipeline and gets the Youth involved and excited (from a business perspective) on what Hillsborough County has to offer. There is still a skills gap, more people retiring than people who are available to fill the positions. How do we get these youths focused on these positions where there are needs today and in the future?
- Give Youth opportunity to explore what is available and get them laser focused on primary jobs. They will get exposure to priority occupations that will set them on a path to prosperity and success.
- CSTB will be able to effectively tell the community the benefits we provide to the community, not just from a business engagement perspective, but how we work with our participants.
- We help folks are having difficulty entering the workforce system, but our value lies in the connections we make in building the talent pipeline for employers that are looking 5/10/15 years down the road.

Measurements of success for the Summer Job Connection

- Youth readiness portfolio
- 90% completion rate
- 40:1 Youth to Counselor Ratio
- 13+ Career Counselors
- Weekly Monitoring
- Worksite training & Mentoring.
- Post Program Surveys for Employer and Youth

Regional Targeted Occupation List (TOL) PY 19-20

CSTB will be vetting the Regional Targeted Occupation list (there may be changes). This will be an Action Item for the Workforce committee to review.

Performance Reports

2nd Quarter - WIOA exceeded performance indicators goals in all 14 measures.

Statewide Performance Report – The state is exceeding their requirements and CSTB is exceeding the State's performance in 11 categories.

Committee Reports

One Stop Committee

No discussion

Audit & Finance Committee

No discussion

Workforce Solutions Committee

Michael Ramsey will be the chair of the Workforce Solutions Committee.

New Hire Update

Christina Witt has been hired as the Programs Director.

National Association of Workforce Boards (NAWB) Forum NAWB Conference was attended by CSTB staff and a couple Board Members. The consensus was that the conference and breakout sessions were informative and several ideas were brought back to be discussed / explored / adopted at CSTB.

Adjournment

The meeting was adjourned at approximately 12:26 p.m.

Minutes prepared by
Tammy Stahlgren Administrative Services Coordinator.

DRAFT

Key Regional Workforce / Demographic Indicators

- In April 2019, the unemployment rate in Hillsborough County was 2.8 percentage points, a 0.4 percentage point reduction from February of 2018. Labor force for the region in April 2019 was 729,439, and has remained steady (0% increase) over the year. There were 20,729 unemployed residents in the region in April.
- Leisure and Hospitality industry (+4.4%) and Financial Services (+3.5%) metro job growth outpaced statewide growth
- Industries gaining jobs over the year were:
 - Professional and Business Services: +7,700
 - Leisure and Hospitality Services: +7,000
 - Financial Activities: +4,000
 - Construction and trades: +2,100
 - Education and Health Services: +2,100
 - Manufacturing: +1,800
- Declining job growth was noted in Government Services (-200) and other services (-200) occurred over the year.

Key Initiatives/ Events

Summer Job Connection

- Summer Job Connection program had its inaugural youth and business Summit on June 4, 2019. 578 Youth attended, and 572 were successfully matched to paid internship opportunities with 84 employers in Hillsborough County. The event was held at the Doubletree by Hilton Hotel. We received positive feedback from both employers and job seekers related to the event. Youth placed into employment/internship started in their positions on June 10, 2019.

NAWDP Annual Conference

- 3 staff (John Flanagan, Sheila Doyle, Jody Toner) attended the conference event, held in San Antonio TX
 - Topics covered were Virtual Services, Empowering Justice Involved Individuals, Using Data to Drive effective operations, Creating a culture of ethics and accountability, Innovative approaches to Apprenticeships, Succession Planning, amongst other.
 - Jody Toner presented "Conceirge Customer Service" in partnership with Paul Dunn from Dynamic Workforce Solutions.

<https://www.youtube.com/watch?v=7NgAtuFb5U&t=55s>

Data Analysis - Regional Overview

IGNITE Tampa Bay – Presentation – How to tackle the Oncoming Skills Gap





3,135,595
 ↑ 8.39%
 1,399,448
 ↑ 11.29%
 \$50,600
 ↓ 14.03%

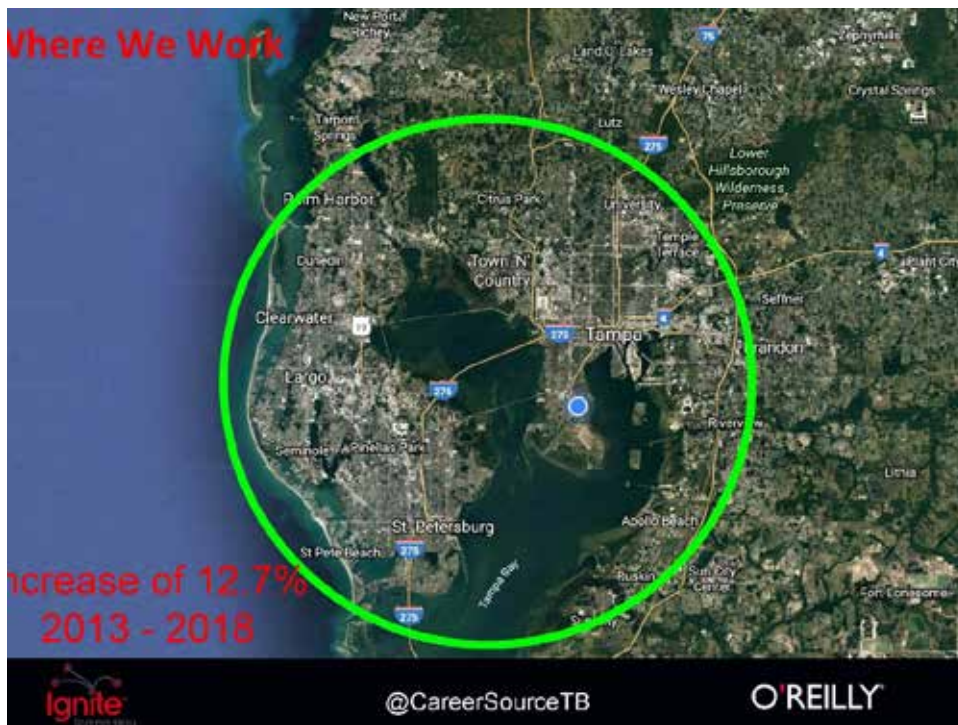
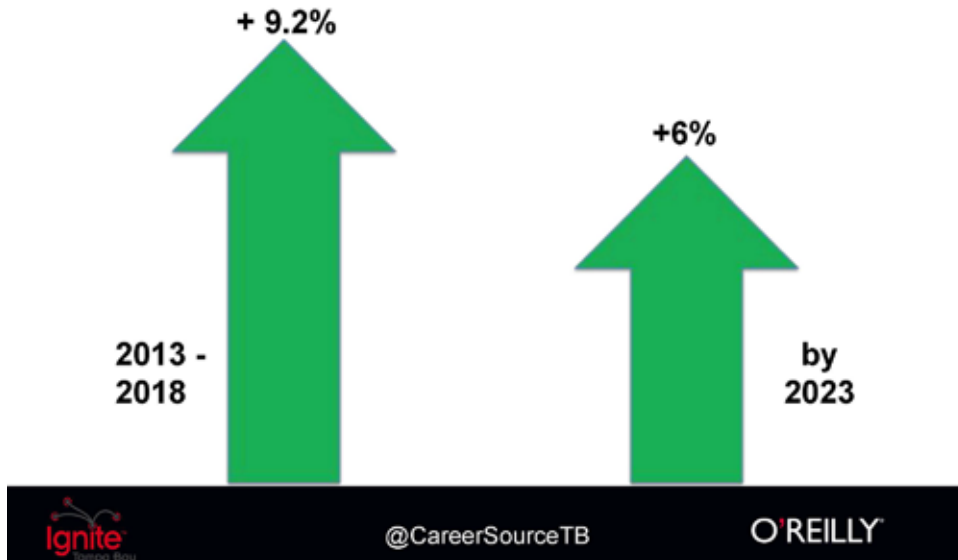
ignite TAMPA BAY @CareerSourceTB O'REILLY



	Population
● Total Working Age Population	2,611,757
● Not in Labor Force (15+)	1,080,195
● Labor Force	1,531,562
● Employed	1,482,283
● Unemployed	49,279

ignite TAMPA BAY @CareerSourceTB O'REILLY

Who Lives Here.....Now & in Future?



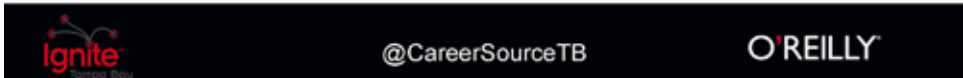
Jobs Today?

Exceed Nat'l Average in:

- Office & Admin Services
- Sales
- Food Prep
- Healthcare Practitioners
- Healthcare Support
- Financial Operations
- Construction
- Legal Services

Trail Nat'l Average in:

- Transportation
- Management
- Education
- Production
- Personal Care Services
- Arts, Entertainment & Media
- Social & Life Sciences
- Military



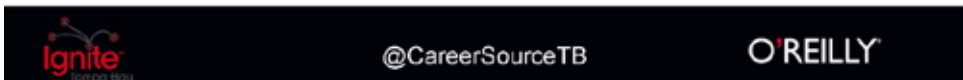
Job Growth?

Exceed Nat'l Average in:

- Office & Admin Services
- Sales
- Food Prep
- Healthcare Practitioners
- Healthcare Support
- Financial Operations
- Construction
- Legal Services

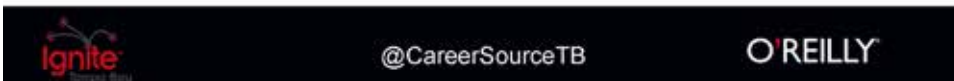
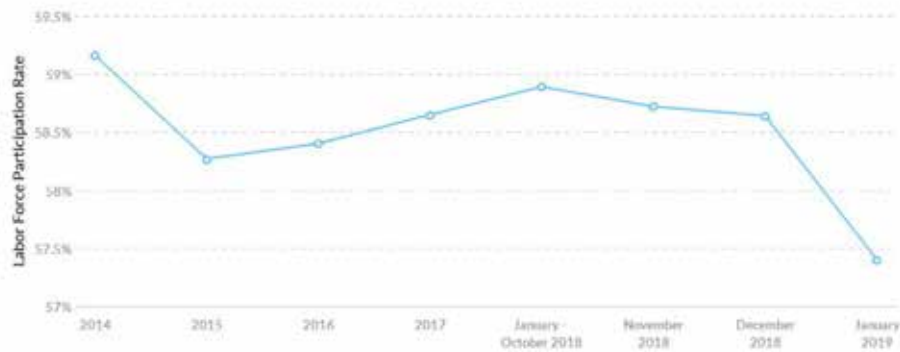
Trail Nat'l Average in:

- Transportation
- Management
- Education
- Production
- Personal Care Services
- Arts, Entertainment & Media
- Social & Life Sciences
- Computer

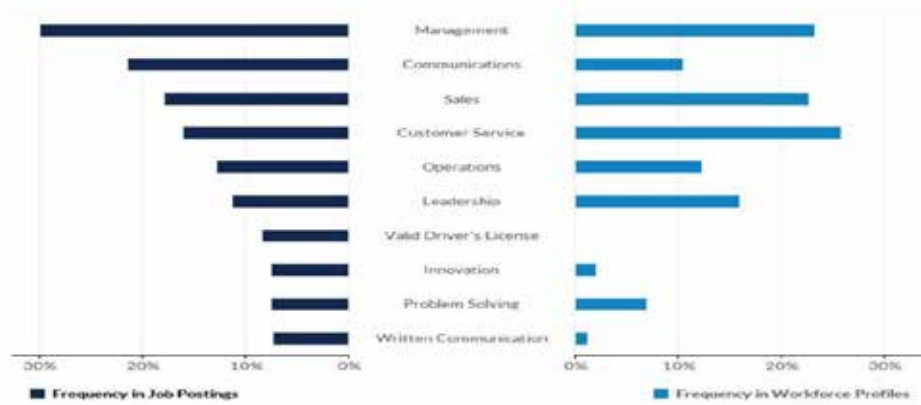


The Numbers (workforce) Challenge

Labor Force Participation Rate Trends

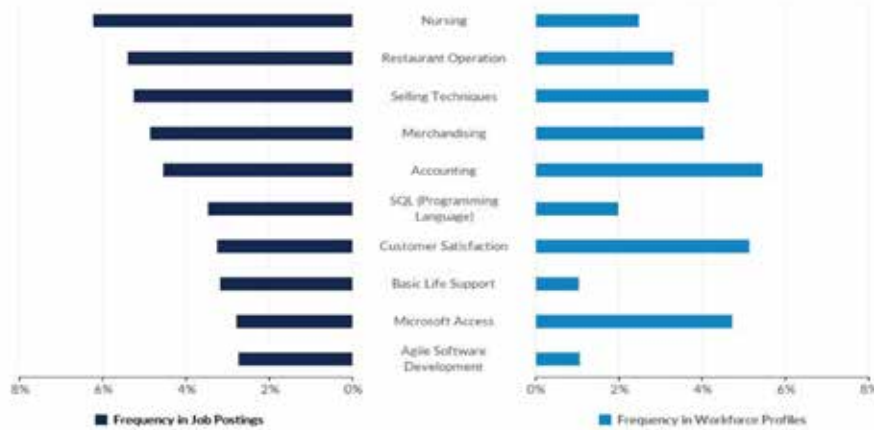


What do we REALLY need them to do?



What do we REALLY need them to do?

Top Hard Skills

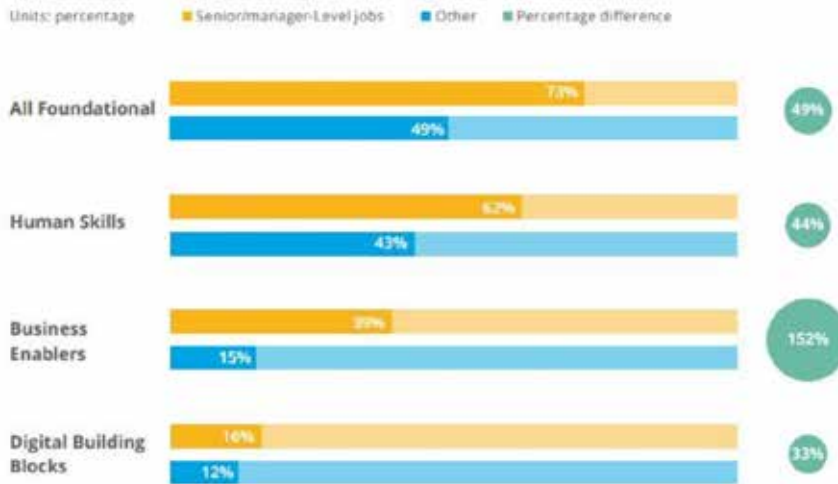


What is this "Skills gap"?

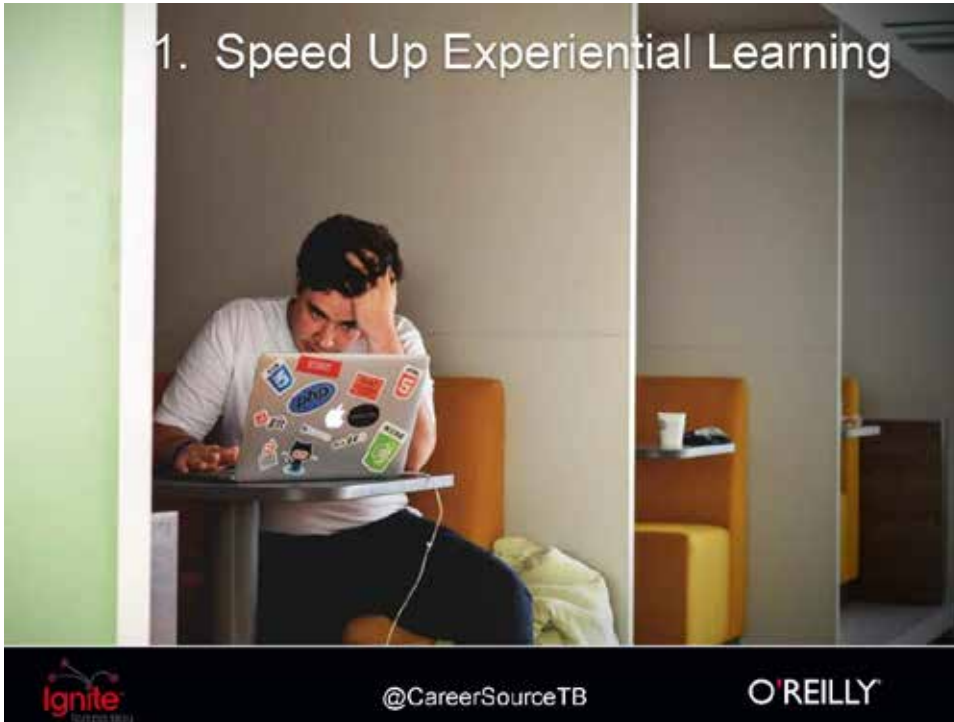
DEMAND/SUPPLY RATIO BY OCCUPATION



What is this "skills gap"?



1. Speed Up Experiential Learning

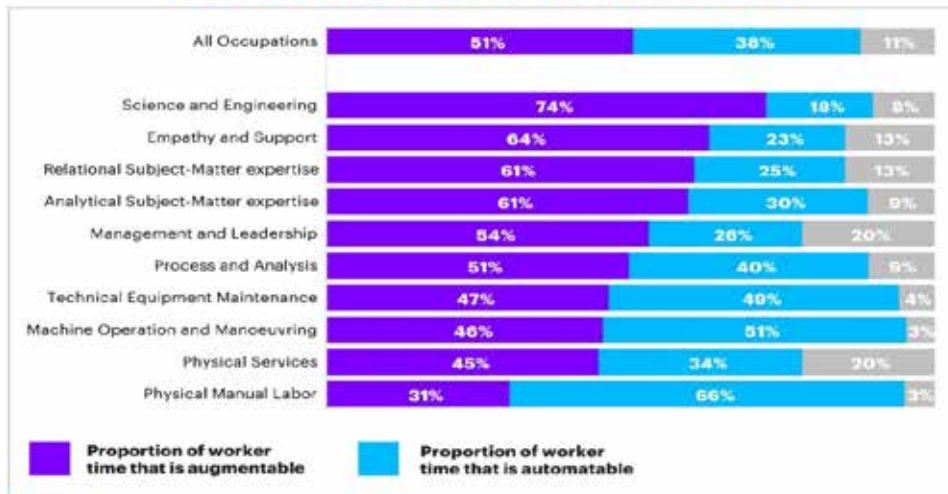


2. Shift focus to individuals





Where Does Automation Take Over?





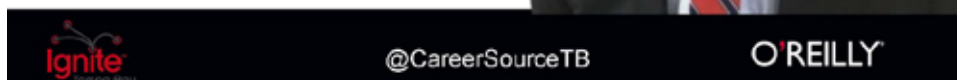
Flanaganj@careersourcetampabay.com

 CareerSourceTB

 Careersource-tampa-bay

 CareerSourceTampaBay

**John Flanagan – CEO
CareerSource Tampa Bay**





Action Item # 1

Ethics and Transparency Policy

Background: CareerSource Tampa Bay received the U.S. Department of Labor Employment and Training Administration Compliance Review of CareerSource Tampa Bay and Career Source Pinellas on May 16, 2019. In this report Finding #10: Non-Compliant with WIOA Transparency and Sunshine Provision (pages 31-32), outlined the following criteria and required action:

- *Criteria: The “Sunshine Provision”, WIOA sec. 170(e) requires boards to operate in a transparent manner. When the regulations require local boards to make information about their activities available to the public, on a regular basis and through electronic means and open meetings, the board minutes should be available for public access. The CFR also sets forth parameters for both State (20 CFR 679.140) and Local (20 CFR 679.390) WDBs to conduct business in an open and transparent manner. Transparency in operations also assures that all parties are accountable to the public and can mitigate concerns of inappropriate influence. Because this information was not available, the public did not have an opportunity to be informed the boards’ actions.*
- *Required Action: Both CSTB and CSP must post, and make available electronically to the public, all minutes of formal meetings. The State must also ensure that all local areas are compliant with these provisions.*

CareerSource Tampa Bay is compliant with posting board and committee minutes and agenda packets on our website beginning with 7.26.17. On 8.28.19 CSTB’s legal counsel provided an overview of the Sunshine Law to all board members.

CareerSource Florida (CSF) created an Ethics and Transparency Policy to codify the expectations about ethics and transparency in Florida’s workforce system to maintain integrity, accountability and transparency in decisions and actions that earn and protect the public trust. The CSF Board of Directors approved this policy in September 2018.

CareerSource Tampa Bay reviewed this policy and the requirements outlined by U.S. DOL and have developed the attached Ethics and Transparency Policy for your review and consideration.

Recommendation: Staff is recommending approval of the CareerSource Tampa Bay Ethics and Transparency Policy.



Policy

SECTION: PROGRAMS	POLICY#018-C0014	PAGE: 1 of 4
TITLE: Ethics and Transparency Policy		EFFECTIVE DATE: TBD
REPLACES: N/A		DATED:

DISTRIBUTION: CAREERSOURCE TAMPA BAY STAFF

PURPOSE: To effectively fulfill the mission of the CareerSource Florida network, volunteer leaders and workforce professionals statewide must ensure ethics and transparency guide their decision-making. This CareerSource Tampa Bay Board of Directors policy communicates expectations about ethics and transparency in Region 15's workforce system to maintain integrity, accountability and transparency in decisions and actions that earn and protect the public trust. Florida's workforce system consists of CareerSource Florida, which provides policy oversight; the Florida Department of Economic Opportunity, the administrative entity for state workforce programs; and our local workforce development board, to include the chief elected official and board of directors, as well as the career centers they direct.

BACKGROUND:

At every level of the workforce system, there must be a unified commitment to conduct work in a manner that is business-driven, focuses on talent and continuous improvement, and assures accountability to public and private stakeholders including businesses, workers and job seekers.

State and local workforce development boards must conduct business in an open manner, comply with federal and state laws and ensure the public has electronic or simplified access to information including but not limited to:

- Information about state and local plans;
- Professional employment of workforce development board members;
- Selection of one-stop operators;
- Awards of grants or contracts to eligible training providers of workforce investment activities;
- Minutes of formal meetings of workforce development boards; and,
- Workforce development board by-laws.

State and local workforce development boards are expected to create and enforce policies about the importance of ethics in operations and transparency in public meetings. Boards must ensure these policies align with federal and state laws and communicate clear expectations to board members, their designees, employees and other stakeholders.

REGULATOR EXPECTATIONS FOR ETHICS AND TRANSPARENCY:

Chapter 445, Florida Statutes, creates the Florida workforce system. This law implements Public Law 113-128, the Workforce Innovation and Opportunity Act of 2014 (WIOA), and creates CareerSource Florida, Inc., the state workforce investment board, as the principal workforce policy organization for the state. The purpose of CareerSource Florida, Inc., is to design and implement strategies that help Floridians enter, remain and advance in the workplace so they may become more highly skilled and successful, benefiting these Floridians, Florida businesses and the entire state, and fostering development of the state's business climate.

It is the intent of the Florida Legislature that CareerSource Florida, Inc., operate in the most open and accessible manner consistent with its public purpose. The expectation of the CareerSource Florida Board of Directors is that the following laws, rules, and regulations referenced and described below are included in local policies and guide organizational decisions and professional actions.

U.S. Department of Labor Employment and Training Administration Advisory System Training and Employment Guidance Letter No. 35-10 was issued on June 16, 2011. The guidance letter (TEGL 35-10) states that providing responsible stewardship for and oversight of publicly funded workforce programs must be accomplished in a way that demonstrates strong integrity, accountability and transparency to preserve the public trust. The responsibility for this stewardship and oversight is shared in the public workforce system by federal, state and local entities.

Public Law 113-128, the Workforce Innovation and Opportunity Act, was signed into law on July 22, 2014. WIOA is designed to help job seekers access employment, education, training and support services to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy. WIOA Section 107(e) and 20 CFR 679 require local workforce development boards to make certain information available to the public, on a regular basis through electronic means, open meetings and upon request. Additional measures may be taken by state and local policymakers to ensure such information is readily accessible to the public.

The Code of Ethics for Public Officers and Employees, adopted by the Florida Legislature as Chapter 112, Part III, Florida Statutes, contains standards of ethical conduct and disclosures applicable to public officers, employees, candidates, lobbyists and others in state and local government. Workforce development board members and their designees are subject to the Code of Ethics for Public Officers and Employees.

The Florida Legislature specifically declared that CareerSource Florida, Inc., its board, councils, and any advisory committees or similar groups created by CareerSource Florida, Inc., are subject to the provisions of Chapter 119 relating to public records, and those provisions of Chapter 286 relating to public meetings (Chapter 445.004(1), Florida Statutes). Local workforce development boards are subject to Chapter 119, Florida Statutes and Chapter 286, Florida Statutes. Local workforce development boards also are subject to Section 24, Article I of the State Constitution, which describes Access to Public Records and Meetings.

Chapter 119, Florida Statutes, commonly known as Florida's Public Records Law, provides information on public records in Florida, including policies, definitions, exemptions, general information on records access, inspection, examination and duplication. It is the policy of the state of Florida that "all state, county, and municipal records are open for personal inspection and copying by any person. Providing access to public records is the duty of each agency" (Chapter 119.01, Florida Statutes). Included agencies are "public or private agencies, persons, partnerships, corporations or business entities acting on behalf of any public agency" (Chapter 119.011, Florida Statutes), "or other separate unit of government created or established by law" (Chapter 119.0701, Florida Statutes).

Chapter 286, Florida Statutes, also known as Florida's Sunshine Law, establishes a basic right of access to meetings of boards, commissions and other governing bodies of state and local governmental agencies or authorities. The law describes how boards conduct public meetings, how these meetings are noticed, who may attend, and how they may be accessed. This law also describes what records must be kept and made available to the public upon request.

CSF Strategic Policy # 2018.09.26.A.1- CareerSource Florida Ethics and Transparency Policy was adopted and effective on 9.26.19.

CareerSource Florida and the Department of Economic Opportunity will collaborate with local workforce development boards to support best practices in organizational ethics and implementation of federal and state transparency requirements. CareerSource Tampa Bay Board of Directors, board staff and employees will support organizational ethics and the implementation of federal and state requirements.

Authorities:

- [U.S. Department of Labor, Employment and Training Administration Advisory System, Training and Employment Guidance Letter No. 35-10](#)
- [Public Law 113-128, the U.S. Workforce Innovation and Opportunity Act Of 2014 \(WIOA\), Sections 106-110](#)
- [20 CFR Part 679—Statewide and Local Governance of the Workforce Development System Under Title I of the Workforce Innovation and Opportunity Act](#)
- [Chapter 445.003-445.007, Florida Statutes](#)
- [Chapter 112, Florida Statutes](#)
- [Chapter 119, Florida Statutes](#)

- [Chapter 286, Florida Statutes](#)

Inquiries: Any questions about this policy should be directed to the Chief Operating Officer and/or her designee.



Action Item # 2

Formal Procurement: Vender Recommendations - Consulting Services

A RFP for Consulting Services was issued on April 12, 2019 to solicit proposals from qualified and experienced individuals to provide workforce development consultant services. This RFP was promulgated via multiple avenues, including notices in the Tampa Times and to interested bidders. The proposals were due on May 31, 2019. Six proposals were received.

The Consulting Services Review Committee consisting of Career Source Tampa Bay staff members met on June 10, 2019 to discuss their independent evaluations. A minimum score of 65 is required to be considered. The Top Three Ranking firms are listed below:

Proposers	Total Score (Max. points 100)
Community Workforce Advancements	88.62
Maher & Maher	77.85
WorkED Consulting LLC	69.18

The Career Source Tampa Bay staff scored independently in the following areas: Expertise and Prior Experience, Staff Qualifications, Work Plan and Cost of Services.

RECOMMENDATION

CareerSource Tampa Bay Staff have reviewed the proposals and recommends the above vendors to the Executive Committee for their final selection.



Action Item # 3

Ad Hoc Nominating Committee 2019-2020 Board Officers

Background: On June 13, 2019 the Ad Hoc Nominating Committee met to discuss 2019-2020 Board Officers.

A list of nominees were presented for consideration. After much discussion and taking into consideration their experiences and expertise, the slate of nominees was created as noted below. Staff was directed to contact these nominees asking if they are willing to serve when elected by the Board. Should any of the members have expressed they are not able to serve, the alternate nominee will be contacted.

Chair: Sean Butler, Executive Vice President of People, A-Lign - **Accepted**.

Chair-Elect: Benjamin Hom, Vice President Human Resources, McKibbon Hospitality- **Accepted**

Secretary: Ginger Clark, Campus President, Hillsborough Community College- **Declined**
Ginger has declined to accept the Secretary position because of other obligations.

Alternate Secretary: Michael Ramsey, General Director, Hillsborough County-**Accepted**

Treasurer: Sophia West, Partner, C.S. West & Associates – **Accepted**

Alternate Treasurer: Don Noble, Chief Financial Officer, VetCor, LLC

Recommendation:

Staff is recommending that the Executive Committee approve the proposed slate of officers for Program Year 2020, and move forward for full board consideration.



Information Item # 1

Extension- CareerSource Tampa Bay / Hillsborough County Interlocal Agreement

Background:

The Current Inter-local Agreement between CareerSource Tampa Bay and Hillsborough County expires on 7/1/2019.

Information:

The Hillsborough County Board of Commissioners approved a 60 day extension of the current Inter-local Agreement, through August 29, 2019. To ensure that all items outlined in the USDOL program audit are sufficiently addressed, as well as questions related to the proposed new agreement that were discussed at the May 16, 2019 Board of Directors meeting.



Information Item # 2

By-Laws Ad-Hoc Committee Update

Background:

U.S. Department of Labor (USDOL) recommended that Career Source Tampa Bay change our Consent Agenda process to remove the silent consent process.

Information:

The following language was approved in the Executive Committee Meeting in April, and during the full Board Meeting.

All action items identified in Executive Committee, will move forward to consent agenda, and be included in the structure of the full Board of Directors meeting. Any item listed on the Consent Agenda will be subject to a vote under the agenda item. Any Board Member may, prior to the meeting, identify a specific item or items be removed from consent agenda, and moved into discussion during the course of the CSTB Board meeting. The individual item or items will move forward for full CSTB Board consideration and vote, in accordance with Robert's Rules of Order, Newly Revised (RONR).

Discussion:

The By-Laws Ad Hoc Committee met on May 16, 2019 to discuss a few areas of concern that warrant additional revisions. The By-Laws Ad Hoc committee agreed to conduct a thorough review of current By-Laws, review other LWDB's By-Laws and come prepared to discuss recommendations at the next meeting.

Next meeting date is June 27, 2019



Information Item # 3

USDOL/ DEO Audit

Background: CareerSource Tampa Bay received the U.S. Department of Labor Employment and Training Administration Compliance Review of CareerSource Tampa Bay and Career Source Pinellas on May 16, 2019. The report was submitted to Ken Lawson Executive Director Florida Department of Economic Opportunity (DEO) and was issued by the Atlanta Regional Office on May 15, 2019. The Compliance Review Report consisted of 50 pages with a synopsis of Findings outlined on page 6 and Appendices of Findings Summary Chart with questioned costs on page 45.

Outlined below is a summary timeline:

- 5.21.19 – CareerSource Tampa Bay participated in an initial call with DEO.
- 5.22.19- CareerSource Tampa Bay conducted a conference call with DEO, senior leadership team and Hillsborough County Liaison to discuss scope of the required preliminary corrective action plan and initial timeline.
- CareerSource Tampa Bay conducted several internal key senior leadership meetings to review and analyze the entire report, findings, required action, proactive steps, current action steps, completed action steps, status of each item and actual or anticipated completion dates.
- CareerSource Tampa Bay CEO worked closely with Hillsborough County Liaison to obtain responses for findings warranting their input on corrective action.
- 5.24.19- CareerSource Tampa Bay submitted the initial draft corrective action response- LWDB 15 USDOL Compliance Review Response to DEO.
- 5.30.19 – CareerSource Tampa Bay updated the matrix and uploaded documentation to DEO SharePoint.
- Ongoing- CareerSource Tampa Bay has responded and continues to respond to clarifying questions that DEO leadership staff have presented over the past few weeks. As necessary our corrective action response- LWDB 15 USDOL Compliance Review Response has been updated to reflect our position and supporting documentation uploaded to DEO SharePoint.



Information Item

Comprehensive Compensation Analysis

Background:

In 2018, the Finance Committee for CareerSource Tampa Bay, empowered by the Board of Directors started the discussion for the need to have a comprehensive benefits review. In June 2019, the scope of work was completed to start the process of engaging a comprehensive compensation analysis to ensure market alignment for CSTB staff related to compensation and benefits.

Information:

Bids have been solicited to consulting firms to complete a comprehensive review of current employee benefits which include: pay, pay structure, medical benefits and other voluntary benefits and to determine our competitiveness with similar organizations.

Consultants contacted:

- Compensation Resources
- Corporate Compensation Partners, LLC
- Sullivan Cotter
- Dean Group Consulting
- Total Compensation Solutions
- Evergreen Solutions
- Management Advisory Group International, Inc.
- CPS HR Consulting
- Cody & Associates

TIMELINE

Activity	Date
Due date of proposal to CSTB	7/1/2019
Proposal review and consultant selection by CSTB staff	7/2/19-7/8/19
Consultant start date	wk of 7/8/19
Consultant end date	9/30/2019
Solicitation of benefit providers**	10/1/2019
Benefit provider selections	11/1/2019
Begin open enrollment	end of Nov

**Ad Hoc Finance Committee to be scheduled in October for consultant presentation of compensation and benefit package options. Board meeting to be scheduled in October for final compensation and benefit package approval prior to open enrollment.



Information Item # 5 Public Relations/Marketing Update

OVERVIEW:

2019-2020 MARKETING CAMPAIGNS: A draft marketing plan has been given to CEO John Flanagan to work as a roadmap for fiscal year 2019-20. Campaigns have been broken up into different sections based on funding:

General Branding Campaign:

- Fall 2020 – Job Seekers - Bring awareness to CSTB among Hillsborough County residents
- Winter 2020 -- Employers - Tie in with Business Forum/Business Services
- Spring 2020 -- Youth Services

Grant Funded Campaigns:

CareerReady, TechHire, Summer Job Connection, Apprenticeship

Statewide Funded Marketing Campaigns:

Career Services and Passion to Profession (lead generating campaigns)

The marketing plan identifies channels to reach our targeted audience. For example, we are looking at working closely with the *Tampa Bay Business Journal* on a high impact plan that include advertising in the print edition and afternoon digital editions, Book of Lists ad, sponsorships that will get our name with key business leaders and human resource directors. We will also be looking to maximize our advertising dollars to have the biggest impact using other channels such as digital marketing, billboards, radio, and television. We plan to measure the campaigns and provide a return on investment by monitoring web traffic and lead generation for specific programs.

UPDATE FOR CURRENT MARKETING CAMPAIGNS:

Marketing is currently working on a social media marketing campaign for the **ApprenticeshipFLA**. Goal is to reach out to 25 enrollees for the program. **Hurricane Maria Campaign** generated 32 referrals from radio advertising 92.5 FM and we received 30 responses via text from radio advertising. The first part of **Tech Hire (USF Boot camp) Campaign** ended on May 31, 2019. We are expanding this campaign starting in July, 2019 with a goal of attracting 400 people to sign up for IT Boot Camps.

Tech Hire Campaign (USF Boot camp)

Date	Page Views	Unique Page Views	Average Time on page	Entrances
May 1-31, 2019	16,258	11,383	4:29	11,302
April 1-30, 2019	8,420	6163	4:00	6114

Summer Job Connection campaign was very successful both in marketing and desired outcomes. Marketing advertised on radio and utilized digital marketing in an effort to create leads and send people

to a dedicated webpage promoting the summer jobs program. The following are the results from the marketing effort:

Marketing efforts for Summer Job Connection

Date	Page Views	Unique Page Views	Avg Time on Page	Entrances
May 1-31	10,058	8,506	Youth 3:01 Employer 2:56	4,232
April 1-30	8,194	6,175	Youth 4:06 Employer 3:41	2,340

Career Ready Digital Marketing (May-June 2019) Social Media

	Leads generated
Mechatronics Robotics Leads	128
Soldering Cabling Leads	51
Welding Fabrication Leads	274

PUBLIC RELATIONS:

Positive Sentiment: We had three stories with positive sentiment published in the month of May. The stories were about the Summer Job Connection and aired on Bay News 9, Great 38 WTTA (sister station of News Channel 8) and ABC Morning Blend.

Negative Sentiment: In May the Department of Labor issued their findings to the DEO. That report generated negative media sentiment on three local media outlets (WFLA-TV, FOX 13, and the Tampa Bay Times). There was one trade publication (MII Publications) that also picked up the report.

Press Releases: (2) June: Construction firm hiring 100 & Summer Job Connection (2) May (2) April

Letter to the Editor: (1) Summer Job Connection

WEBSITE:

New Website: Marketing has turned over the pages of the new website for each program to review. We expect to have program response by June 21st. This information will be shared with vendors CTS and Moore Communications. CSTB Marketing team to update content via WordPress. Marketing will work with the vendors to make final webpage updates and make sure forms are working. **Current Website:** We continue to see an increase in page views from March. We attribute the increase due to traffic generated from marketing efforts.

Website Traffic (CareerSourceTampaBay.com)

Timeframe	Page Views	Unique Page Views	Avg. Time on page	Users	% New Visitors
May 2019	128,116	89,678	1:31	25,428	22,968
April, 2019	108,287	77,515	1:29	21,696	20,108
March, 2019	80,389	56,011	1:30	13,641	11,953
January - May, 2019	482,559	339,525	1:30	83,334	80,496
July 2018 - May, 2019	1,134,310	798,100	1:35	190,580	187,052
July 2017 - June 2018	1,587,580	1,106,231	1:38	268,491	266,955

Source: Google Analytics

SOCIAL MEDIA UPDATE: We continue to restructure our social media pages as we prepare for FY 19-20. **LinkedIn** has seen a significant increase in followers. We started a new **Facebook** page in March, 2019 and we expect to see this number increase with the help of marketing efforts in FY 19-20.

Social Media Growth Trend (July 1, 2018 – May 31, 2019)

# of New Followers	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	New For FY 18-19	Total Followers
Twitter	6	-3	10	14	-7	0	-3	-3	4	9	8	-	35	1656
Facebook	-2	-3	-1	0	1	-3	-1	0	1	21	20	-	33	57
Instagram	33	23	152	12	-1	14	15	3	0	0	0	-	251	321
LinkedIn	66	60	53	26	20	9	14	181	214	192	195	-	1,030	3,773
													Totals	
Engagements	1,312	1,666	619	549	64	253	169	846	673	1,018	663		7,832	
Impressions	45K	44K	17K	11K	5K	21K	18K	28K	21K	31K	47K		292,710	
<i>Source: Sprout Social</i>														

Updated 6.20.2019



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

Copyright © CareerSource Tampa Bay. All Rights Reserved.

CareerSource Tampa Bay is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers listed on this website may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711.

A proud partner of the American  JobCenter network