



Workforce Performance Committee Minutes

CareerSource Tampa Bay
Feb 2, 2022 at 9:00 AM EST

Attendance

Members Present (Remote):

Tom Aderhold, Richard Bennett, Stephanie Brown-Gilmore, Gary Hartfield, John Howell, Robert Blount, III, Steve Morey, Gil Schisler

Members Absent:

Richard Cranker, Jason Woody

Attendance

Members Present (Remote):

Wesley Barr, Saleema Bennett, Melissa Carroll, Dr. Byron Clayton, Sheila Doyle, John Flanagan, Kay Jefferson, Chad Kunerth, Anna Munro, Don Shepherd, Tammy Stahlgren, Doug Tobin, April Torregiante, Jennifer Wilson, Michelle Zieziula

Guests Present (Remote):

Marcelle Blanchett - Division of the Blind, Nancy Brown - Division of the Blind, Nicole Beverley - EDSI, Trevor Stout - EDSI

Board Liasion Present (Remote):

Ken Jones

I. Call to order, Welcome and Roll Call

Chair Rick Bennett called the meeting to order at 9:01 a.m. There was a quorum present.

II. Pledge of Allegiance (Presenters: Tom Aderhold)

Tom Aderhold led the Pledge of Allegiance.

III. Public Comments

There were none.

IV. Action / Discussion Items

- A. Approval of Minutes - November 3, 2021 Workforce Performance Committee Meeting (Presenters: Richard Bennett)

Motion:

To approve the minutes from the November 3, 2021, Workforce Performance Meeting.

Motion moved by Tom Aderhold and motion seconded by Gil Schisler. The motion carried.

- B. Approval of Training Programs - Rasmussen University (Presenters: Melissa Carroll)

Motion:

To approve Rasmussen University training provider application and training programs.

Motion moved by Gil Schisler and motion seconded by Steve Morey. The motion carried.

- C. 2021-22 Proposed Additions to the CSTB Regional Demand Occupations List (Presenters: Don Shepherd)

Motion:

To approve 2021-22 Proposed Additions to the CSTB Regional Demand Occupations List.

Motion moved by Tom Aderhold and motion seconded by Gary Hartfield. The motion carried.

V. Information Items

- A. Strategic Goals Data Dictionary (Presenters: Chad Kunerth)

High Level overview of the Live Strategic Goals Dashboard were reviewed.

Each CSTB Priority is identified on the summary page of the dashboard.

Connecting Jobseekers to Careers and Future Workforce were reviewed.

Highlights from Connecting Jobseekers to Careers Pillar:

- System Traffic is up 34% this program year compared to last program year.
- Virtual Services are down 50%.
- Individuals served was 1,400, a reduction of 10% from last year.
- Job Fairs and IHR's were up 4% from last year.
- Placements are down 31%.

- Business served - Small Businesses Served is at 405 a 47% decrease.
- Work Based Learning is at 128. with a goal of 150.
- OJT is at 71 enrollments this year, with a goal of 100.
- IWT is at 30, with a goal of 100.
- Apprenticeship Enrollments are at 14, with a goal of 30.

Highlights from Future Workforce Pillar:

- Increase Tampa Bay Hires program sustainability plan for 21-22. We've done a lot of work, but need to formally develop the plan.
- Increase Occupational Skills and Work Based Learning opportunities.
- Work Based Learning Employers are 21 unique employers, a 23% increase from last year.
- Youth Training count, the number of youth and training is at the same percentage as last year. We are meeting goal, which is 10%.

Virtual Services are now live, and available on the Career Edge platform.

The marketing department has developed four flyers that summarize our services. Board members can use these to promote our services.

B. Training Vendor Outcome Report: PY21-22 (January 2021 - December 2021)

Summary:

30 Programs not meeting any of the criteria.

45 Programs meeting one criteria.

22 Programs meeting two criteria.

10 Programs meeting all three criteria.

No discussion occurred.

C. Marketing and Public Relations Update (Presenters: Doug Tobin)

Strategic Goals Progress and Attainment Highlights:

Goal - Establish comprehensive marketing and communication plan to support the programs.

- Hired Vistra Communications to assist the VP of Marketing/Public Relations in developing a strategic marketing/outreach plan.

Goal - Refine brand perception and increase brand visibility.

- Marketing produces a *Quarterly Marketing Report* that includes all of the action items.

Goal - Improve understanding of our work and relevance to businesses and the greater community.

- Marketing is currently developing the community survey. The 2021 survey will focus on businesses partners and job seekers.

New CareerSource Tampa Bay Website to launch in 2022.

D. One-Stop Operator Update (Presenters: Nicole Beverley)

Achievement and Highlights:

Maintain and Develop New Linkages

- 9 new partners have joined CSTB's partner network.
- 27% increase in partners.
- 49 connections were made.
- 11 partner organizations received connections for housing assistance.
- 40 connections were made by CSTB.

Net Promoter (Job seeker) Results for the time period: July 1 - November 30, 2021.

- 2,702 total surveys were sent out with 337 responses received for an average return rate of 12%.
- Regional NPS scores have exceeded target most months.

Employer Results

- 985 total surveys were sent out with 82 responses received for an average rate of return of 8.3%.
- 46% of employers listed CSTB as a top 3 resource for recruiting qualified candidates for this program year.

- 53% of employers rated CSTB services as Effective, Very Effective, or Extremely Effective.
- 74% of employers rated the CSTB staff as Extremely Professional or Professional.

E. 2022 U.S. Federal Poverty Guidelines (Presenters: Wesley Barr)

There was no discussion.

F. DEO Final Programmatic Monitoring Review Schedule Program Year 2021-2022 (Presenters: Wesley Barr)

DEO programmatic monitoring review for CSTB will be 4/11/2022 - 4/15/2022.

There was no discussion.

G. Special Grants Update (Presenters: Don Shepherd)

An overview of our current grants were reviewed.

CSTB has partnered with Clark University as the grant lead.

COVID-19 Disaster Relief Employment

Two H-1B Job Training Grants:

- TQA Tech Quest Apprenticeship expansion grant
- TechBoost grant

CareerSource Florida WIOA State Competitive Grant Award:

- GET THERE FASTER expansion grant

No discussion occurred.

VI. Industry Insights

A. Economic Development (Presenters: Steve Morey)

Steve Morey shared 2 articles with the committee.

Seven Signs of a New Site Selection Reality.

<https://siteselection.com/issues/2022/jan/seven-signs-of-a-new-site-selection-reality.cfm>

1. Distribution and logistics projects will again dominate the headlines in 2022.

2. Sunbelt states maintained their status as the most favored business locales in America.
3. Most corporate clients are expected to expand their facilities sometime this year.
4. Reshoring projects are here to stay for the foreseeable future.
5. Suburban and rural communities will benefit as more employers look outside of large central cities to establish new workplace hubs.
6. Remote working has become a permanent part of the new workplace landscape.
7. Governmental mismanagement continues to be the main barrier to getting deals done.

Site Selectors Guild <https://siteselectorsguild.com/research/the-global-chase-for-talent/>

41% of Guild members believe skills shortages are the new normal, and manufacturing and transportation/warehousing will be the industries hit the hardest.

How Companies are responding to Skills/Workforce Shortages:

- Raising wages/salaries, introducing efficiencies, improving benefits or worker "perks", offering retention/attraction bonuses, and upskilling/retraining their existing workforce.

Top States in Talent Attraction:

- Alabama, Georgia, Kentucky, Tennessee, Texas, Virginia.

B. Other industry Sectors

There were no further industry updates.

VII. Future Business

There was no discussion.

VIII. Adjournment

The meeting adjourned at 10:24 a.m.

Minutes prepared by Tammy Stahlgren, Administrative Coordinator.