



# Youth Development Committee Meeting

CareerSource Tampa Bay

May 18, 2022 9:00 AM - 10:30 AM EDT

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  - A. Next Youth Development Committee Meeting - TBD

# Pledge of Allegiance





# Youth Development Committee Meeting

## Minutes

CareerSource Tampa Bay  
Feb 16, 2022 at 9:00 AM EST

### **Attendance**

#### **Members Present (Remote):**

Tom Aderhold, Felicia Bell, John Howell, Geordie Hyland, Dr. Brian Mann, Roy Sweatman, Thayne Swenson

#### **Members Absent:**

Dr. Vanity Barr-Little, Warren Brooks, Jim Junecko, Richard Padilla, Jason Woody, Ocea Wynn

### **Attendance**

#### **Members Present (Remote):**

Wesley Barr, Saleema Bennett, Conchita Canty-Jones, 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):**

Leerone Benjamin, Nicole Beverley

#### **Board Liaison Present (Remote):**

Ken Jones

I. Call to order, Welcome and Roll Call (Presenters: Tom Aderhold)

Tom Aderhold called the meeting to order at 9:00 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 17, 2021 Youth Development Committee Meeting (Presenters: Tom Aderhold)

#### **Motion:**

To approve the November 17, 2021 Youth Development Committee Meeting minutes.

Motion moved by John Howell and motion seconded by Roy Sweatman. Motion Carried.

V. Information Items

A. Tampa Bay Hires Update (Presenters: Jennifer Wilson)

Tampa Bay Hires is our year round youth services program and the Tampa Bay Summer Hires is our summer initiative. Both of these programs are underway.

Tampa Bay Hires Highlights:

- We have put a pause on occupational skills training because currently our training dollars for the ITA aligned budget has been fully obligated. however we still assist young adults that are seeking their GED.
- There are 120 young adults that have been placed into a paid work experience for the February cohort.
- We had a great Penn Foster graduation ceremony in December, we had 24 graduates.

Tampa Bay Summer Hires Highlights:

- We're targeting over 2000 young adults for Tampa Bay Summer Hires. Over 1600 young adults have applied already using the online application platform Career Edge.
- The Youth summit will be held the week of May 31, 2022. Employers still have an opportunity to apply for the program.
- Youth will begin their Paid Work Experience Program on June 13, 2022.
- Career Exploration and our leadership courses start July 8, 2022 and the last day of the internship will be August 5 2022.
- We have received a little more than 10 employer applications which represents little over 100 positions.

United Way Grant Quarterly update: The numbers are little bit lower during the middle of the year, because a lot of our funding goes toward the summer initiative.

Florida Medical Clinic Foundation of Caring recently granted an award of \$18,320. This will fund a minimum of about 10 enrollments for Tampa Bay Summer Hires participants.

B. Special Projects Update (Presenters: Conchita Canty-Jones)

Conchita Canty-Jones continues to expand the collaboration of CareerSource Tampa Bay and the Hillsborough County Public School District. The partnership includes working to serve juniors, seniors and their families by providing employment and scholarship opportunities to enhance success.

Discussion occurred around the staffing shortages in the healthcare profession what are schools doing to make students aware of these opportunities.

C. ACE Program Update (Presenters: Don Shepherd)

Classes that are currently underway:

Cyber Security Cohort 1 – 12/2/2021 to 02/21/2022

Business Office Specialist Cohort 2 – 1/3/2022 to 3/1/2022

Digital Marketing Specialist Cohort 3 – 1/6/2022 to 2/25/22

**Served to Date:**

- 70 participants seated to date.
- 63 participants remain active.
- 68 certifications have been attained by ACE participants to date.
- 31 completers to date with 5 classes still in progress.
  - 3 completers were offered OJT with their worksite employers.
  - 3 were offered employment with their worksite.
  - 6 report new employment.
  - 4 pursuing advance training after their ACE experience.
- 26 employers active in ACE with contracts, or contracts in process, with an additional 4 employers committed for year 1, with 70 total PWE worksite positions.

- CSTB is currently working with young adults who completed to work on employability skills, update resumes, coach for interviews, employment leads and assistance with placement into their selected field.
- It was suggested to reach out to the Kiwanis to further increase community partners. Doug Tobin, Tom Aderhold and John Flanagan will coordinate a meeting and presentation.

D. PY 21-22 Youth Development Strategic Goals Dashboard Update (Presenters: Chad Kunerth)

High Level overview of the Live Strategic Goals Dashboards were reviewed as it relates to the youth.

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

Highlights from Connecting Jobseekers to Careers:

- System traffic is up 34% this program year compared to last Program Year.
- Virtual services down 50%.
- Individuals served is at 14,710, that's a reduction of 10% from last year. Workshop attendance served is a 2,183 increase from year.
- Satisfaction is down 10% with a goal of increasing it by 15%.
- Job Fairs and IHR's were up 6% from last year.
- Placements are down 33%, currently work is being done to ensure that we're getting all the placements that we can.
- Small businesses served is at 430, a 45% decrease.
- Total number of employers served is at 832. This number is expected to go up as we sign employers up to participate in the Tampa Bay Summer Hires program.
- Work based learning is at 147 with a goal of 150 work experiences.
- OJT we are at 71 enrollments this year with a goal of 100.
- IWT we need to enroll about 150 individuals into IWT through the remainder of the program year.

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 to increase occupational skills and work based learning opportunities.
- The work based learning employers, we have 21 unique employers, that's a 23% increase from last year and very close to meeting the goal of 25%.
- Youth training count, the number of youth and training is at the same percent from the same time period last year. We are meeting that goal, which is 10%.

Discussion occurred about the Healthcare Profession being a great field as it offers entry level positions that sometimes offer pathways to higher level positions. You can go to the [own@online.org](http://own@online.org) website to view all of the healthcare occupations as well other occupations.

E. Wagner Peyser Demographic PY 21-22 (Presenters: Chad Kunerth)

The Wagner-Peyser Act provides universal access of employment services to both job seekers and employers. Such services include, but not limited to: job search assistance, job referral, and placement assistance for job seekers, re-employment services to unemployment insurance claimants, and recruitment services to employers with job openings. Demographics were reviewed and there was no discussion.

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

Overview of the Marketing and Public Relations department reviewed.

Highlights

- A press conference was held on Monday, January 10, 2022, to promote the registration opening for the Tampa Bay Summer Hires program. It was attended by the following television stations: Bay News 9, ABC Action News 28, NBC News Channel 8 , Fox 13, CBS 10 News, and Telemundo.
- Youth Website was completed December 2021.

G. Unite Us (Presenters: Nicole Beverley)

Unite Us is a referral system, it provides similar elements of the One-Stop Partner Portal, but also provides some additional elements that will not only be beneficial to our staff when working with their customers, but also to all of CSTB's partners in the network. Staff are currently looking into the pros and cons of both platforms before a final decision is made.

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

Effective January 12, 2022, the U.S. Department of Health and Human Services released the U.S. Federal Poverty Guidelines for 2022. These guidelines are used to determine financial eligibility for certain programs administered by CareerSource Tampa Bay (CSTB). This impacted our WOIA Youth family sizes of 1 and 2 and where we use federal poverty guidelines.

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

DEO is scheduled to conduct the Programmatic Monitoring Review April 11-15, 2022.

No discussion occurred.

VI. Future Business

There was none.

VII. Adjournment

The meeting adjourned at 10:31 a.m. Minutes prepared by Tammy Stahlgren, Administrative Services Coordinator.



## Information Item

### Overview: Year-Round Youth Services

- ***Paid Work Experience YTD: 120 (includes ACE)***
- ***Occupational Skills Training, YTD Served: 126 Youth***
- ***Penn Foster***
  - *Enrolled: 23*
  - *Completers: 5*



*Shandrea Jacobs* graduated from Pinellas Technical College with a diploma in Cosmetology and received her license from the state of Florida, Board of Cosmetology. She stated 'I have always loved creating new looks for others, and enjoy giving a full-service experience to each client including hair, make-up and a personalized photo shoot.' She is now self employed and prides herself on providing a personalized customer experience for every occasion.



*Veronica* was the first person in her family to graduate high school. She came into the WIOA Youth program with a clear goal of attending school for Radiography. Initially, the college environment was challenging while balancing employment and learning how to create good study habits. Veronica stayed focused and has one more semester to go. She is now in her clinicals and looking into applying for an internship/co-op position. "Life hits you in unexpected ways, and just because you can get up off your knees doesn't mean you have to refuse help. Career source was that helping hand that I'll be forever grateful for during these difficult times."

***In support of Mental Health Awareness Month: Have GRACE with yourself. Everything will not always go according to plan and we all make mistakes. Love yourself enough to be self-forgiving.***

## **Overview Tampa Bay Summer Hires 2022:**

- ✓ **January 10, 2022** - Program application launch for Employers & Youth
  - **January 18<sup>th</sup>** – Employer Info Session held
- ✓ **January 24, 2022** – Youth registrations / Intake sessions
  - **February 1<sup>st</sup>** – Communication pushout to over 49,000 recipients
- ✓ **February 8<sup>th</sup> & 15<sup>th</sup>** - Youth Information Sessions - 10 am & 5 pm
- ✓ **March 31<sup>st</sup>** – Program Application closes (Youth only)
- **May 31<sup>st</sup>** – Youth Summit (Youth only)
- **June 1, 2022** – TBSH Job Fair
  - **June 13, 2022** – Participants first day of Program
  - **July 8, 2022** – Last day of CXP
  - **July 22, 2022** – Last day of Leadership
  - **August 5, 2022** – Last day of Paid Work Experience
- Seeking speakers for the Lunch & Learn series
  - Email [wilsonj@careersourcetb.com](mailto:wilsonj@careersourcetb.com) if you are interested in participating
- **Applications stats**
  - **Youth – 2,600 received**
    - 458 enrolled
  - **Employers – 98 applications**
    - 24 executed agreements
    - 278 positions requested

United Way Suncoast Grant: Awarded \$ 82,500

Output Data Requirements

Individuals and households served for this United Way Suncoast supported program					
	Projected 21/22	Jul 1 - Sep 30	Oct 1 - Dec 31	Jan 1- March 31	Annual Total
# of unduplicated individuals served*	760	398	0	0	428
# of households served*	760	357	0	0	387
# of ALICE individuals served	760	398	0	0	428
# of ALICE households served	760	357	0	0	387

FY22 Workforce Development – Reporting

# and % of Individuals placed in jobs						behaviors					
	Projected 21/22	Jul 1 - Sep 30	Oct 1 - Dec 31	Jan 1- March 31	Annual Total		Projected 21/22	Jul 1 - Sep 30	Oct 1 - Dec 31	Jan 1- March 31	Annual Total
Baseline	1000	380	50	0	430	Baseline	1000	680	50	30	760
# Achieved	1000	427	99	29	555	# Achieved	1000	697	13	16	727
% of Annual Total	232.56	43%	23%	6.74	129%	% of Annual Total	131.58	70%	71%	2.11%	96%

# and % of Individuals earning job-seeking skills						# and % of Individuals earning certificates or higher education degrees					
	Projected 21/22	Jul 1 - Sep 30	Oct 1 - Dec 31	Jan 1- March 31	Annual Total		Projected 21/22	Jul 1 - Sep 30	Oct 1 - Dec 31	Jan 1- March 31	Annual Total
Baseline	1000	650	25	25	700	Baseline	750	250	50	50	400
# Achieved	1000	427	13	16	457	# Achieved	750	158	3	2	163
% of Annual Total	142.86	43%	1.86%	2.29%	65%	% of Annual Total	187.50	21%	0.75%	0.50%	41%



**Florida Medical Clinic Foundation of Caring (FMCFOC): \$18,320**

FMCFOC reaches out to local communities through professional expertise, financial support and volunteer efforts. FMCFOC's goal is to improve the quality of life for all through mentorship, sponsorships, and service.

- Mid-Year report due May 30<sup>th</sup>.



## Information Item

# Continuation of Out of School and In School Youth

Senior Project Manager, Conchita L. Canty-Jones' update covering recent accomplishments and successes. Community outreaches and enrollment activities focus were a high priority and focus to continue awareness on Tampa Bay Summer Hires by incorporating on-site support at the schools. The on-site outreaches were in the community, collaboration with other agencies and at schools. The top 10 key high level accomplishments below are aligned with the CSTB Strategic Plan 2024 and focus on key high-level accomplishments completed with HCPS under the leadership and guidance of John Flanagan (CEO), Don Shepherd (Executive Director) and Jennifer Wilson (Youth Director).

- **Key high-level accomplishments completed with Hillsborough County Public Schools:**
  1. On-site school visits at 7 Hillsborough County schools and community events to support roughly 1,800 students pursue and complete Summer Hires application
  2. Secured data collection of Hillsborough County Public Schools (HCPS) to support CSTB MSG
  3. Received Hillsborough County Public Schools' (HCPS) Deputy Superintendent approval phase II of higher-level actionable steps connected to outcomes of CSTB's Measurable Shared Gains
  4. Received approval from the Superintendent to allow seniors and juniors high school students to complete Employ Florida application during school year 2022-2023 employable. Employ Florida will be used as an optional tool for students' success
  5. Youth/young adults; attended several community events (3) in partnership with the Future Youth Academy to promote Tampa Bay Summer Hires and CSTB resources where roughly 450 students in total were in attendance.
  6. Seek approvals for the second phase of Employ Florida's roll out for high school students at selected schools (seeking approval to pilot the Special Project (Employ Florida) at Gaither High School)
  7. Secured and received approval to work with the HCPS Chief of Accountability and Performance to begin the first phase of Data Sharing including beginning the process of

completing the Data Sharing document (in the process to secure signatures and leadership approvals)

8. Secured impactful HCPS data pre and post data of Tampa Bay Summer Hiring's MSG with the Chief of Accountability and Performance of HCPS
9. Secured the approval to conduct HCPS Board Presentation with CSTB board with outcomes of the Tampa Bay Summer Hires.
10. Development of approvals of additional approvals of marketing for Employ Florida in partnership with HCPS and other high-level items connected to the required CSTB gains.

## Apprenticeship-to-Career Empowerment (ACE 2.0) Program Update

### **Young adults can EARN as they LEARN and start a new career while they do!**

The ACE Empowerment Program was created so that the youth of Hillsborough County have the resources to connect to a career ladder with future, self-sustaining wages, employment security and the training to succeed in industries with high-demand occupations such as IT, Health Care, and Manufacturing. These opportunities serve as meaningful work experiences with local employers and will result in industry-recognized certifications and a pathway for a brighter future. ACE participants attend classroom 2 days and worksite 3 days each week during their ACE experience.

CSTB staff, CSTB and partners have done a reset and launched ACE 2.0 or year 2 which began April 01 running thru September 2022 with another year planned after the completion the ACE 6-month contract dependent upon funding availability. ACE 2.0 classes and worksite are targeted to end the first week of September 2022 with contract closeout during the balance of September.

#### ACE 2.0 Class Starts to DATE:

- Cyber Security Cohort 1 – 04/19
- Digital Marketing Specialist Cohort3 – 04/25
- Front End Development – 05/19
- TechWorks – 5/23
- Business Operations – 5/31

NOTE: The ACE is also working on developing new tracks for ACE partnering with key stakeholders in the community.

#### **WHAT'S NEW with ACE 2.0?**

The ACE team under leadership of director, Saleema Bennett, have retooled the entry into the ACE 2.0 program to prepare the ACE young adult for their ACE experience. What's changed?

- Under the new agreement, the ACE 2.0 team has grown with added funded through the Board of County Commissioners. It takes a team and CSTB is proud of their new ACE team comprised of: Saleema Bennett, director; Cynthia Diaz, coordinator, Andres Baez, lead career coach, Monika Krol, career coach and rounding out the team is Christopher Ellis the ACE recruiter.
- New Service delivery additions:
  - Additional assessment and screening added to upfront processes.
  - Added recruitment thru the CSTB Business and Engagement unit under Kay Jefferson.
  - Staggered start up in the young adult's ACE experience! Young adults start classroom in week 1 and then prepare for their PWE experience starting in week 2 or week 3.
  - Intensive and interactive 2-day workshops plus individual assistance available to all young adults to prepare them to succeed in school and also prepare for and shine in their Paid Work Experience or worksite training.
  - Meet n Greet with their employer sponsor through a virtual service fair.
  - Enhanced ongoing case management and mentoring.

#### **Served under ACE 2.0 to Date:**

- 16 participants seated to date
- 16 participants remain active
- 15-20 new starts in pipeline for up-coming May classes
- 20 employers active in ACE 2.0 with contracts or contracts in process as employers are re-engaged.

Let's not forget about ACE 1.0 or the successes of the ACE pilot or year 1! CSTB staff continues to work with young adults who completed the ACE pilot program. Staff especially the ACE recruiter help our young adults work on employability skills, update resumes, coach for interviews and REFER! REFER! REFER! to employment leads and assist with placement into their selected field.

Snapshot of Year 1 or ACE pilot successes:

- 70 Young adults served under ACE pilot
- ACE pilot cohort earned 59 measurable skills gains or documented competencies
- The group of students earned 130 stackable credentials and diplomas in their selected fields.
- 58 ACE youth completed for a 82.9% completion rate
- 12 young adults did not complete
- 58 young adults remain active in the ACE program or in their follow up services
- 29 young adults have gone to work to date and 6 are pursuing advanced training to further their career path for a preliminary placement rate of 60.3%
- 29 young adults especially the recent classes are with the ACE team to refer to local employers, attend job fairs or recruitment events to obtain employment.

ACE Pilot Performance: to date

ACE Program	Students Served	MSG	Certificates	Completers	Non-completers	Employed	Post Sec	Active
Front End Development	13	11	21	11	2	2	3	11
Cyber Security	18	16	30	16	2	8	1	16
Digital Marketing	22	19	54	18	4	10	1	18
Business Operations Specialist	10	9	16	9	1	5	1	9
AET - HCC	2	0	1	1	1	1	0	1
TechWorks	5	4	8	3	2	3	0	3
Youth Served to Date	70	59	130	58	12	29	6	58
				82.9%		Pos O/C	60.3%	82.9%

**A couple of ACE Stories:**

*Aracelis Santiago:*

Aracelis Santiago, a Hillsborough young single parent aged 24 years old with a 1-year old daughter, approached the ACE program in December 2021, seeking a career change. She had been without work for most of the previous year to the Pandemic and economic conditions. She worked last as a teller and had her High School Diploma, last in school in 2015. Aracelis was seeking a change and selected the ACE program, Digital Marketing, thru Computer Coach, the ACE training partner. Aracelis started in January 2022 and completed her classroom training with attainment of her measurable skills gain, 5 stackable certificates and her diploma as an outstanding student in her cohort. Aracelis was paired with Katpro Technologies successfully completed her Paid Work Experience in March 2022. Katpro liked her work and her fit keeping Aracelis on where she is still working in her selected career.

When asked to give thoughts on how the ACE program impacted her, Aracelis states, “As a participant of the ACE program I am so thankful for this opportunity. I have learned so much throughout the computer coach training where I got many certifications in Digital Marketing and the Internship where I put my





knowledge to work. It has definitely made an impact on my life. Now I have started my career in tech and I'm so excited to see what more I can achieve!"

*Claire Moore:*

Claire, a Hillsborough young adult aged 22 years when she applied with the WIOA youth program seeking services in September 2019. Claire had obtained her HS diploma but had never worked until she came to see CareerSource Tampa Bay. Claire was seeking assistance with advanced training and selected to start the Digital Marketing program at Computer Coach, an CSTB training partner. When Claire heard about the ACE program where she could obtain advanced training with computer coach and worksite training at same time, she asked her youth coach about referring to the ACE program. ACE coordinator took over her application and request for ACE services. Claire started in the ACE program in September of 2021 in the Digital Marketing program completing her classroom training in December 2021 earning her measurable skills gains and 2 stackable certificates and her diploma thru Computer Coach. Claire was paired with her worksite employer, Synapse Florida, Inc completing her worksite in January 2022. Computer Coach stated she was a model student and is poised to advance in her selected field. Claire has been working with the ACE recruiter in her job search and preparation to go to work in her field. She completed her second interview for a youth coordinator position at MacDill Airforce base and is anxiously awaiting word.

Claire recaps her ACE experience with reflection stating, "Career Source's youth program has been a good experience for me. My network has grown thanks to the ACE program, and I learned invaluable skills that I'll use in the future. I was very thankful for the opportunities and help I received from Career Source."



## Information Item

# Strategic Goals Dashboard Update

Here's the link to the live dashboard: [Strategic Goals Live Dashboard Link](#)

### Introduction

This document was created to support individual CSTB Strategic Plan Dashboard users as they review and interact with the Dashboard tool and seek to better understand the methodology for how metrics are calculated and reported. Of note, below terminology focuses on quantifiable data metrics. Any outcomes that require a final document or study to establish a baseline, are not included in the detail below. They are instead referred to as "Projects" in the dashboard and are considered a yes or no for meeting the goal. No additional methodology is required.

### Summary Page and Indicator Icon Methodology

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

Below are the current CSTB Priorities.

1. Connecting Job Seekers to Careers
2. Future Workforce
3. Community Awareness
4. System Redesign
5. Revenue Diversification

Under each pillar on the summary page, is every goal associated with that pillar. Next to each goal is a red triangle, yellow circle, and green triangle. A red triangle indicates that this goal has not been started or met. A yellow circle indicates that this goal has been started but all the objectives have not been met. A green triangle indicates that all the metrics associated with this metric have been successfully completed to-date.

Each metric associated with goals are on the individual priority pages and have their own individual indicator icon.

**System Traffic-** The total number of customer check in's through the front-desk kiosk system between 7/1/2021 and 6/30/2022.

**Virtual Services Served-** Distinct count of customers assigned to Region 15 who have received a self-directed service between 7/1/2021 and 6/30/2022 who have not received a staff assisted service between 7/1/2021 and 6/30/2022.

**Individuals Served-** Count of distinct customers that are assigned to Region 15 and have received a service or activity in WIOA, Generic Programs, WP, TAA, SNAP, or WT with an activity or service actual begin date between 7/01/2021 and 06/30/2022.

**Workshop Attendance-** Total count of attendance to CSTB Employability Skills Workshops between 7/1/2021 and 6/30/2022. Workshops counted in this measure are Job Search, Leadership, Computer Skills, Social Networking, Interview Skills, Soft Skills, and Financial Management.

**Employer Satisfaction-** Percentage of employers who select effective or higher to the monthly employer survey question “How effective has the CSTB staff been in providing you the services you need?” between 7/1/2021 and 6/30/2022.

**Job Fairs and In-House Recruitments-** Count of distinct employers who receive a Provided Mass Recruitment Services or Provided Job Fair Services between 7/1/2021 and 6/30/2022 recorded by CSTB staff.

**Placements-** Distinct count of customers assigned to Region 15 that had an activity code between 750 and 883 with an actual date between 7/1/2021 and 6/30/2022, a job placement start date in OSST between 7/1/2021 and 6/30/2022 or employment entered on the case closure with a closure date between 7/1/2021 and 6/30/2022.

**Small Business Served-** Count of distinct employers assigned to Region 15 who receive a service between 7/1/2021 and 6/30/2022 who also list their employer size in their employer account on Employ Florida at 50 or less.

**Employers Served-** Count of distinct employers assigned to Region 15 who receive a service between 7/1/2021 and 6/30/2022 who also list their employer size in their employer account on Employ Florida at 50 or less.

**Value Added Services-** Count of customers assigned to Region 15 who receive an On-The-Job or an Incumbent Worker Training activity with an actual begin date between 7/1/2021 and 6/30/2022.

**Work Experience Enrolled-** Count of customers assigned to Region 15 who receive a Work Experience activity with an actual begin date between 7/1/2021 and 6/30/2022.

**OJT Enrolled-** Count of customers assigned to Region 15 who receive an On-the-Job activity with an actual begin date between 7/1/2021 and 6/30/2022.

**IWT Enrolled-** Count of customers assigned to Region 15 who receive an Incumbent Worker Training activity with an actual begin date between 7/1/2021 and 6/30/2022.

**Apprenticeship Enrolled-** Count of customers assigned to Region 15 who receive an Apprenticeship activity with an actual begin date between 7/1/2021 and 6/30/2022.

**Work Based Learning Employers-** Count of distinct employers assigned to Region 15 who have a Work Based Learning contract signed with CSTB and have a customer assigned to them with an actual start date of either an On-the-Job Training, Paid Work Experience, or Incumbent Worker Training between 7/1/2021 and 6/30/2022.



## Information Item

# WIOA Primary Indicators of Performance: PY 2122 July 21-March 22

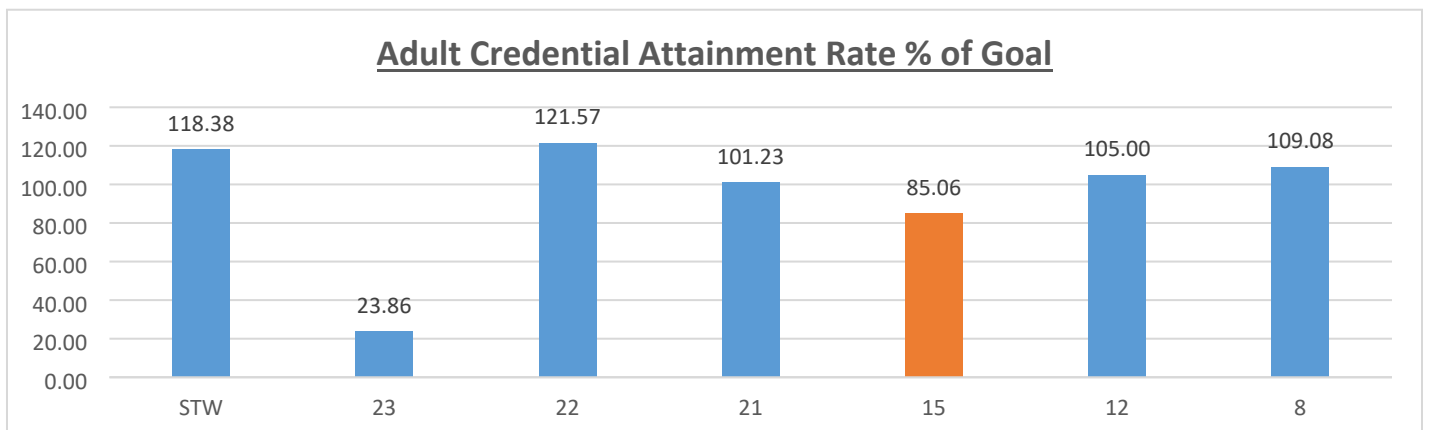
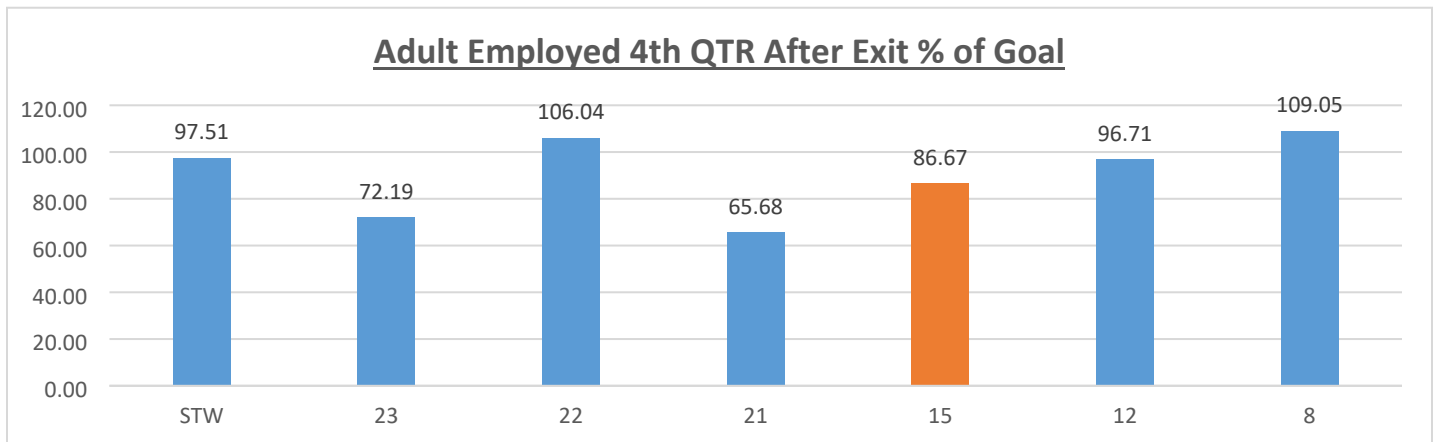
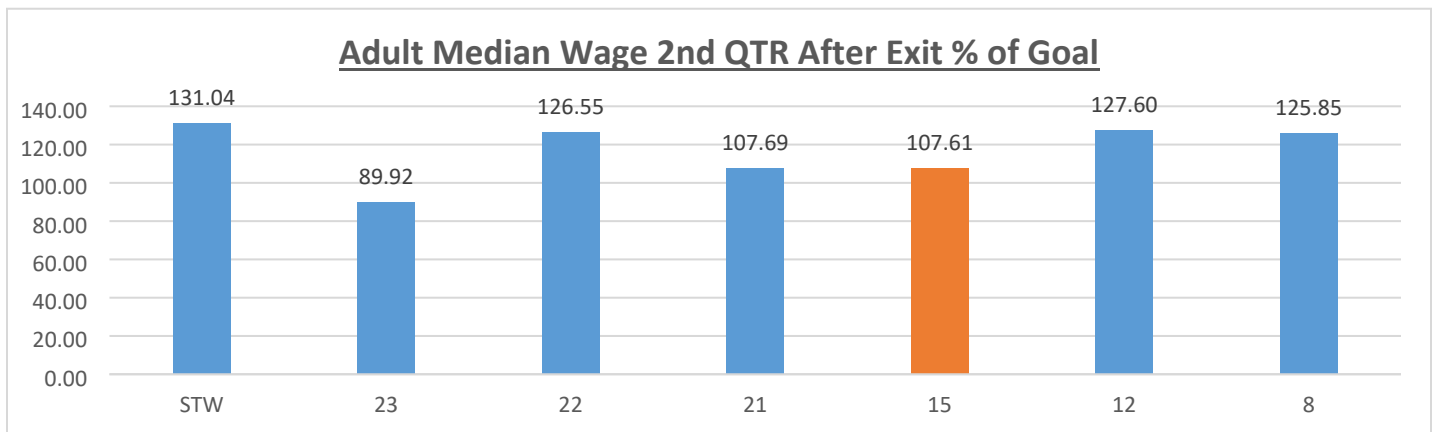
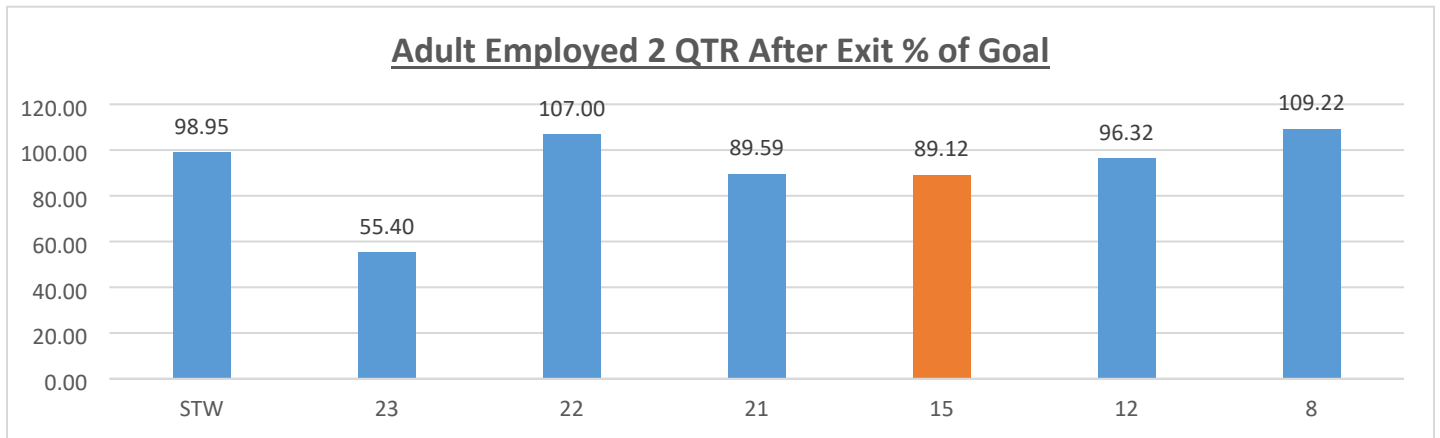
LWDB 15

Measures	PY2021-2022 2nd Quarter Performance	PY2021-2022 % of Performance Goal Met For Q2	PY2021-2022 3rd Quarter Performance	PY2021-2022 % of Performance Goal Met For Q3	PY2021-2022 Performance Goals
<b>Adults:</b>					
Employed 2nd Qtr After Exit	74.80	87.49	76.20	89.12	85.50
Median Wage 2nd Quarter After Exit	\$10,066	107.09	\$10,115	107.61	\$9,400
Employed 4th Qtr After Exit	76.80	85.33	78.00	86.67	90.00
Credential Attainment Rate	74.80	88.00	72.30	85.06	85.00
Measurable Skill Gains	71.10	118.50	74.00	123.33	60.00
<b>Dislocated Workers:</b>					
Employed 2nd Qtr After Exit	82.70	97.29	85.20	100.24	85.00
Median Wage 2nd Quarter After Exit	\$12,969	131.00	\$11,739	118.58	\$9,900
Employed 4th Qtr After Exit	84.80	95.28	82.50	92.70	89.00
Credential Attainment Rate	84.40	120.57	82.70	118.14	70.00
Measurable Skill Gains	68.10	89.02	76.00	99.35	76.50
<b>Youth:</b>					
Employed 2nd Qtr After Exit	70.00	85.37	70.60	86.10	82.00
Median Wage 2nd Quarter After Exit	\$5,433	110.88	\$5,070	103.47	\$4,900
Employed 4th Qtr After Exit	66.50	78.24	67.70	79.65	85.00
Credential Attainment Rate	52.60	59.10	47.60	53.48	89.00
Measurable Skill Gains	27.20	49.45	29.50	53.64	55.00
<b>Wagner Peyser:</b>					
Employed 2nd Qtr After Exit	61.70	88.14	63.50	90.71	70.00
Median Wage 2nd Quarter After Exit	\$6,498	110.14	\$6,843	115.98	\$5,900
Employed 4th Qtr After Exit	64.60	95.00	65.30	96.03	68.00
Not Met (less than 90% of negotiated)					
Met (90-100% of negotiated)					
Exceeded (greater than 100% of negotiated)					

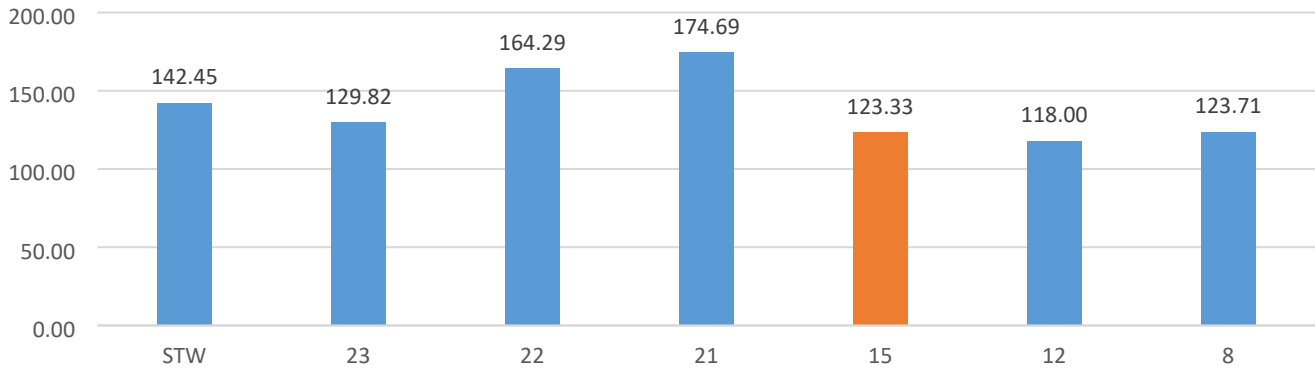
Statewide

Measures	PY2021-2022 2nd Quarter Performance	PY2021-2022 % of Performance Goal Met For Q2	PY2021-2022 3rd Quarter Performance	PY2021- 2022 % of Performance Goal Met For Q3	PY2021-2022 Performance Goals
<b>Adults:</b>					
Employed 2nd Qtr After Exit	83.10	97.19	84.60	98.95	85.50
Median Wage 2nd Quarter After Exit	\$8,881	126.87	\$9,173	131.04	\$7,000
Employed 4th Qtr After Exit	81.70	96.69	82.40	97.51	84.50
Credential Attainment Rate	79.90	117.50	80.50	118.38	68.00
Measurable Skill Gains	72.20	147.35	69.80	142.45	49.00
<b>Dislocated Workers:</b>					
Employed 2nd Qtr After Exit	84.80	99.76	89.50	105.29	85.00
Median Wage 2nd Quarter After Exit	\$10,373	146.10	\$10,401	146.49	\$7,100
Employed 4th Qtr After Exit	81.90	101.74	82.40	102.36	80.50
Credential Attainment Rate	85.00	121.43	85.20	121.71	70.00
Measurable Skill Gains	70.70	144.29	72.10	147.14	49.00
<b>Youth:</b>					
Employed 2nd Qtr After Exit	81.20	102.14	81.70	102.77	79.50
Median Wage 2nd Quarter After Exit	\$4,114	128.56	\$4,295	134.22	\$3,200
Employed 4th Qtr After Exit	78.40	105.95	79.20	107.03	74.00
Credential Attainment Rate	85.00	111.11	83.70	109.41	76.50
Measurable Skill Gains	54.30	116.77	50.40	108.39	46.50
<b>Wagner Peyser:</b>					
Employed 2nd Qtr After Exit	58.80	90.46	59.60	91.69	65.00
Median Wage 2nd Quarter After Exit	\$6,006	117.76	\$6,416	125.80	\$5,100
Employed 4th Qtr After Exit	59.90	93.30	60.40	94.08	64.20

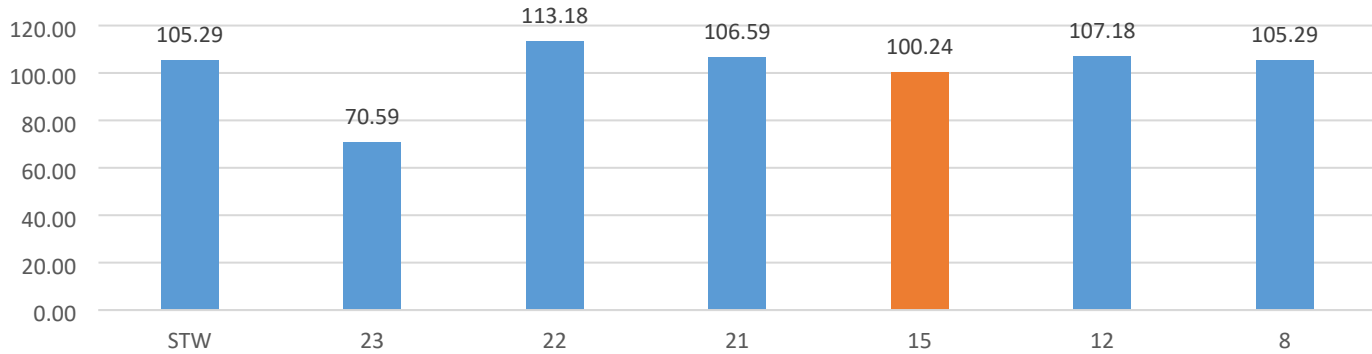
## Regional Comparison



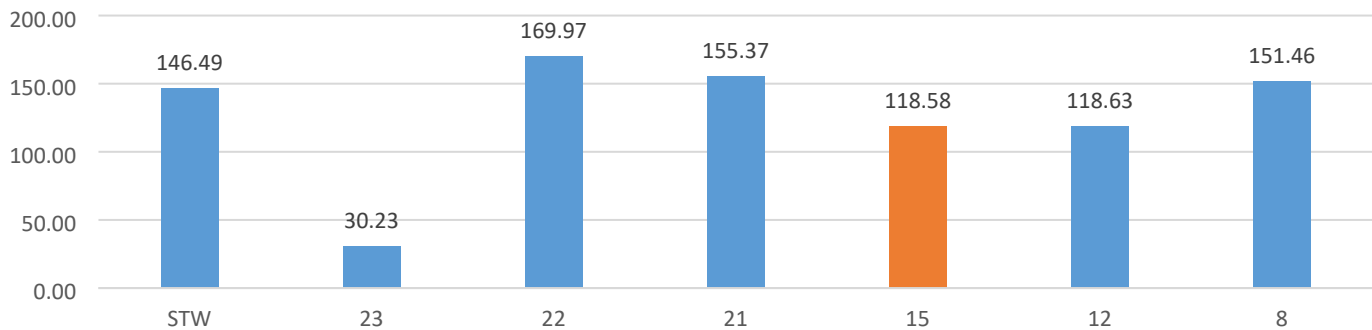
### Adult Measurable Skills Gains



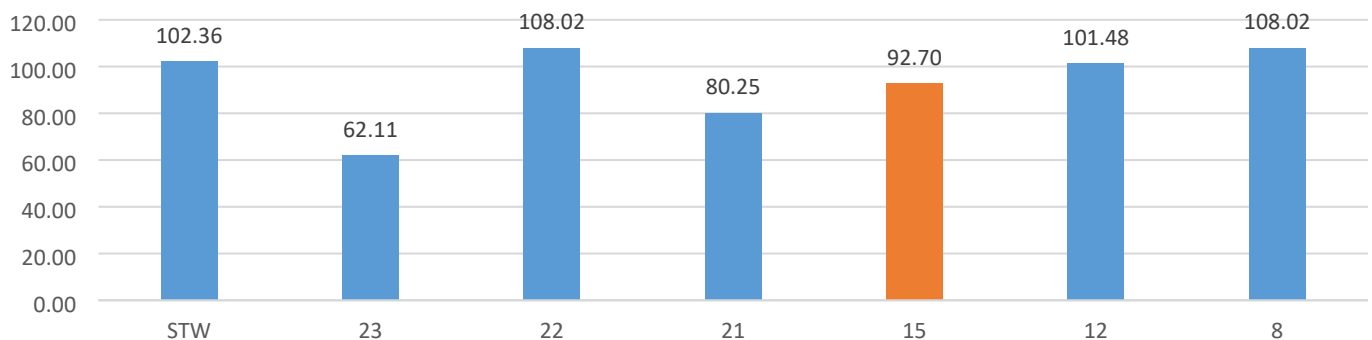
### DW Employed 2nd QTR After Exit % of Goal



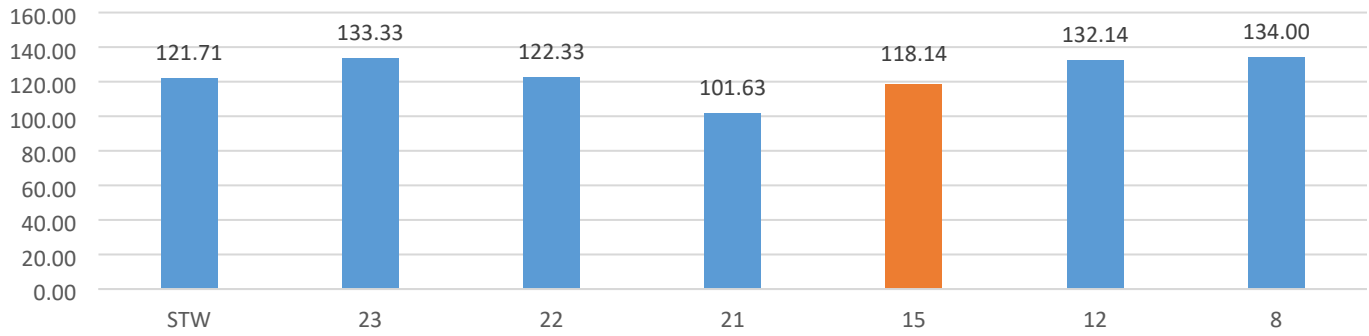
### DW Median Wage 2nd QTR After Exit % of Goal



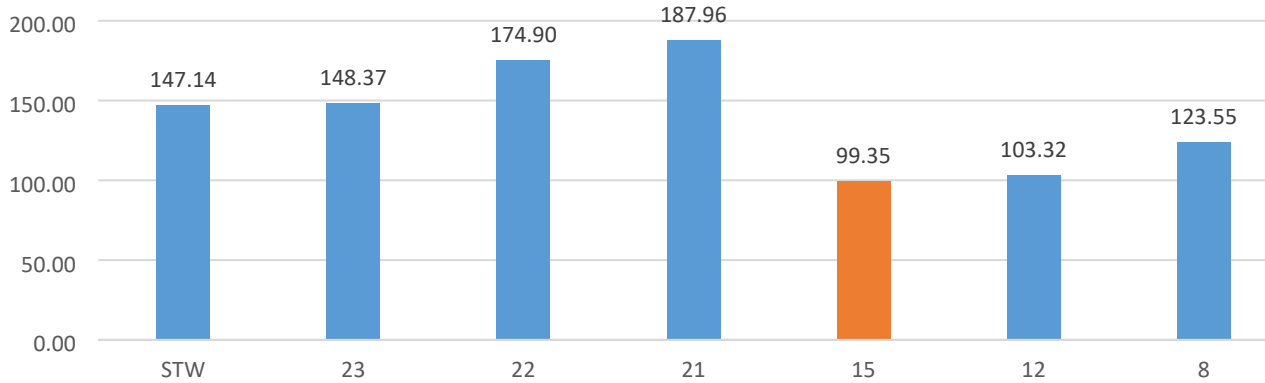
### DW Employed 4th QTR After Exit % of Goal



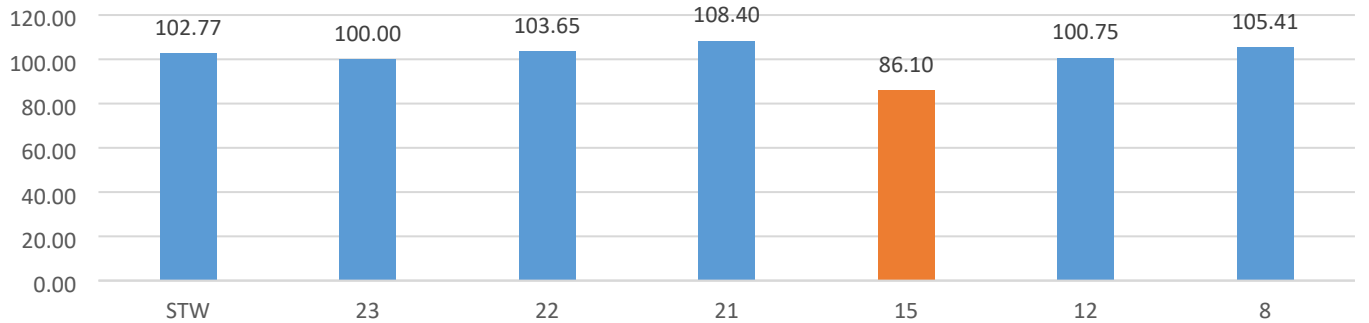
### DW Credential Attainment Rate % of Goal



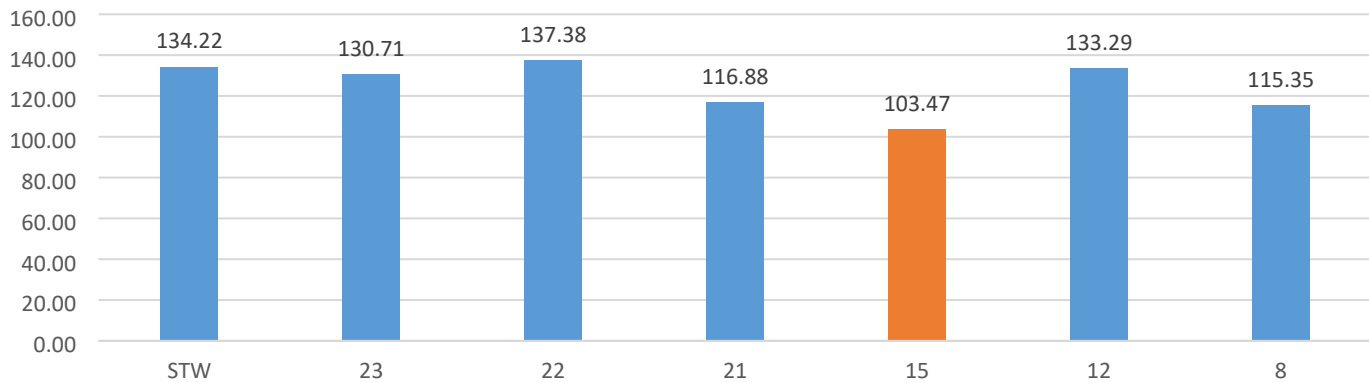
### DW Measurable Skills Gains % of Goal



### Youth Employed 2nd QTR After Exit % of Goal

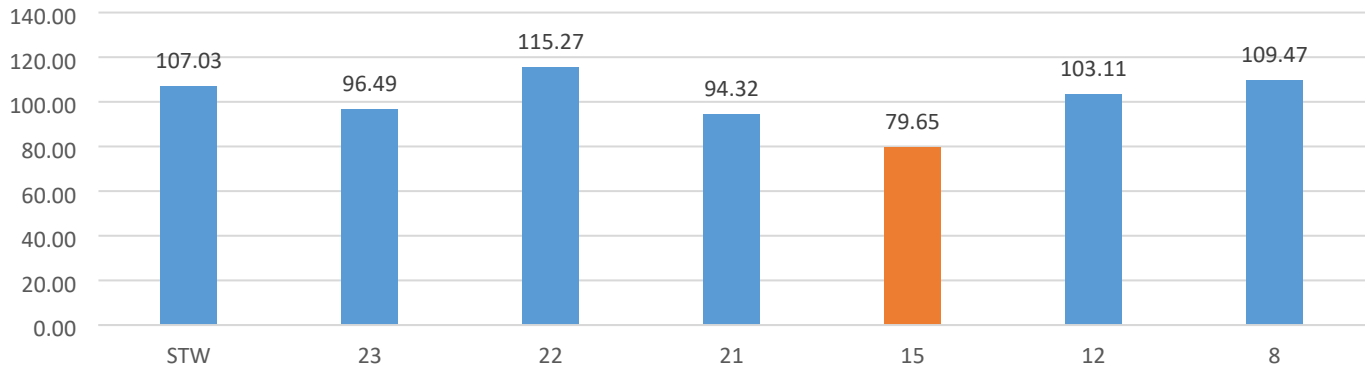


### Youth Median Wage 2nd Quarter After % of Goal

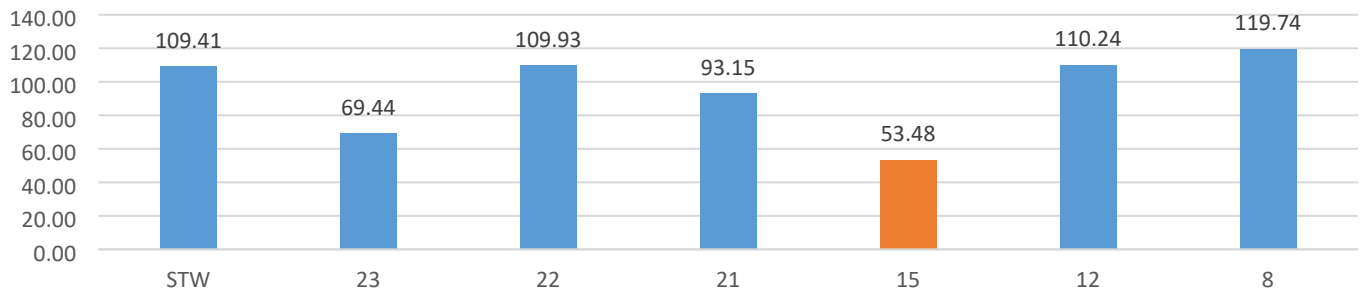




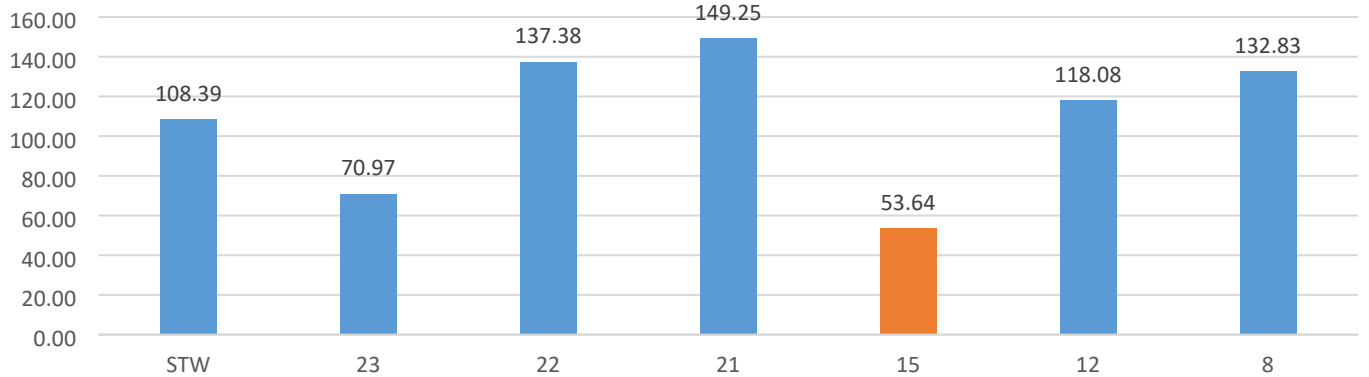
### Youth Employed 4th QTR After Exit % of Goal



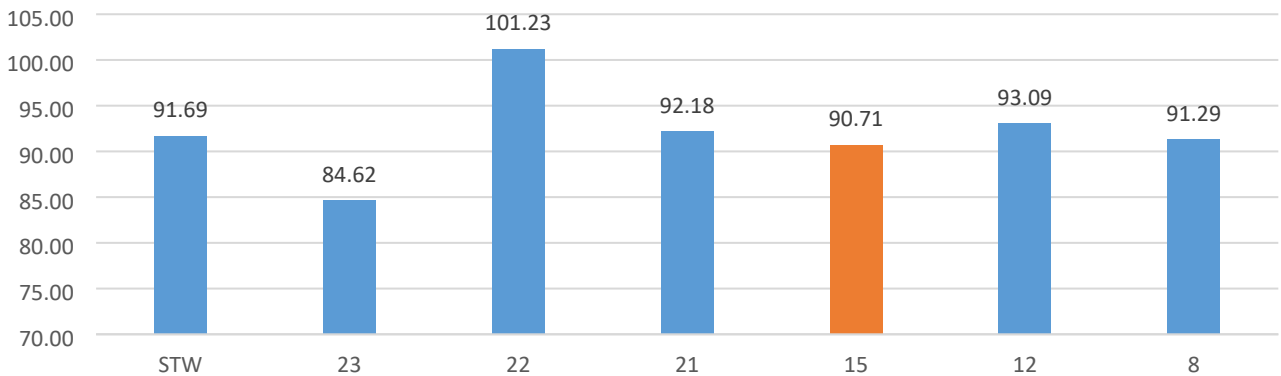
### Youth Credential Attainment % of Goal



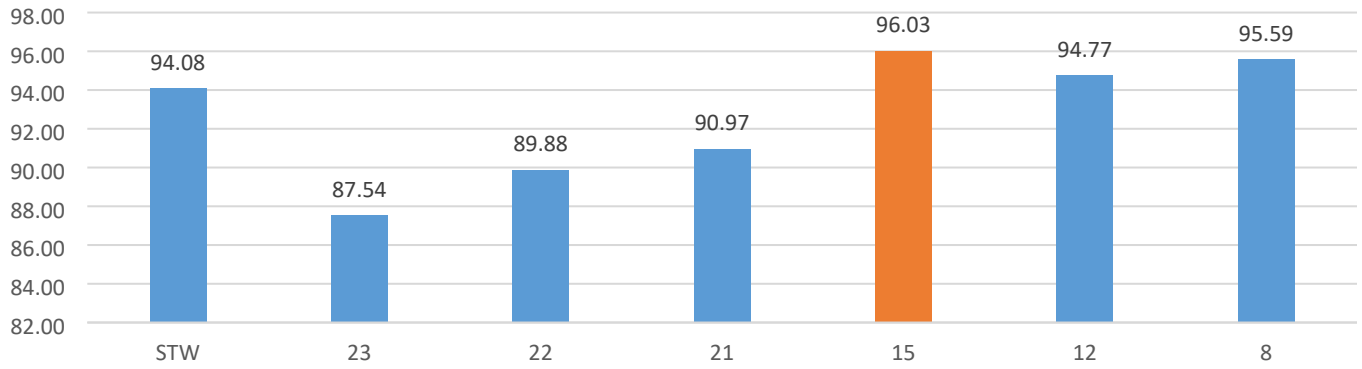
### Youth Measurable Skills Gains % of Goal



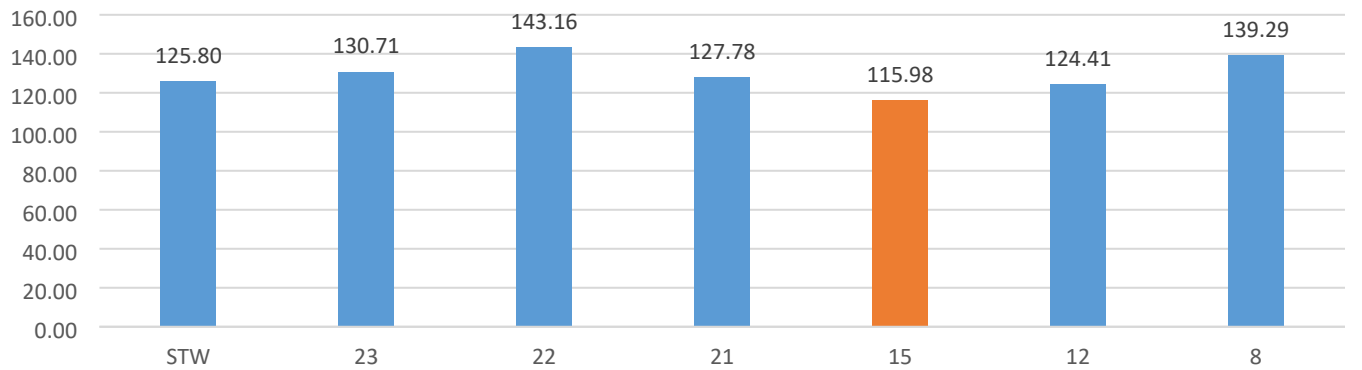
### WP Employed 2nd QTR After Exit % of Goal



**WP Employed 4th Quarter After Exit % of Goal**



**WP Median Wage 2nd QTR After Exit % of Goal**



**Region 8- CareerSource North Florida**

**Region 12 CareerSource Central Florida**

**Region 21- CareerSource Palm Beach**

**Region 22- CareerSource Broward**

**Region 23- CareerSource South Florida**

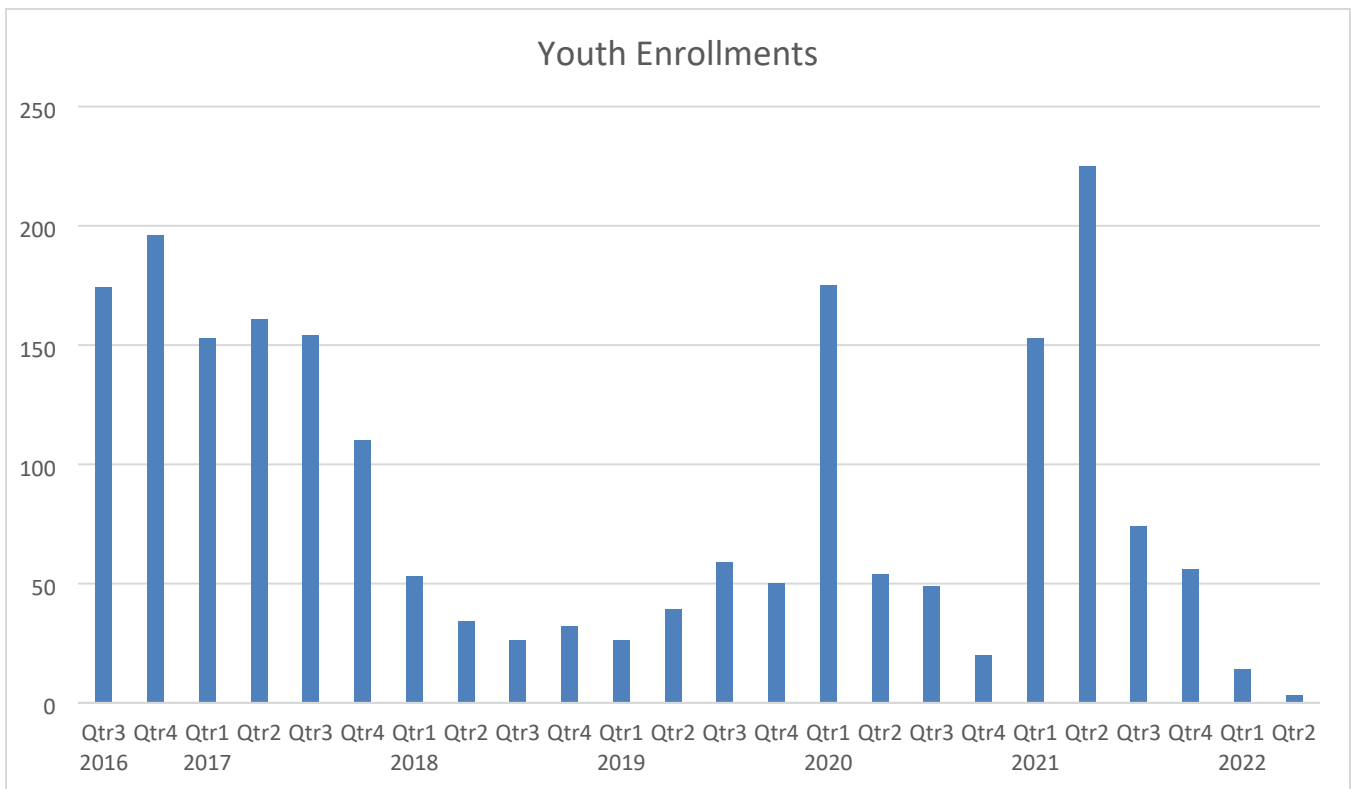


## Information Item WIOA Youth Historical Performance

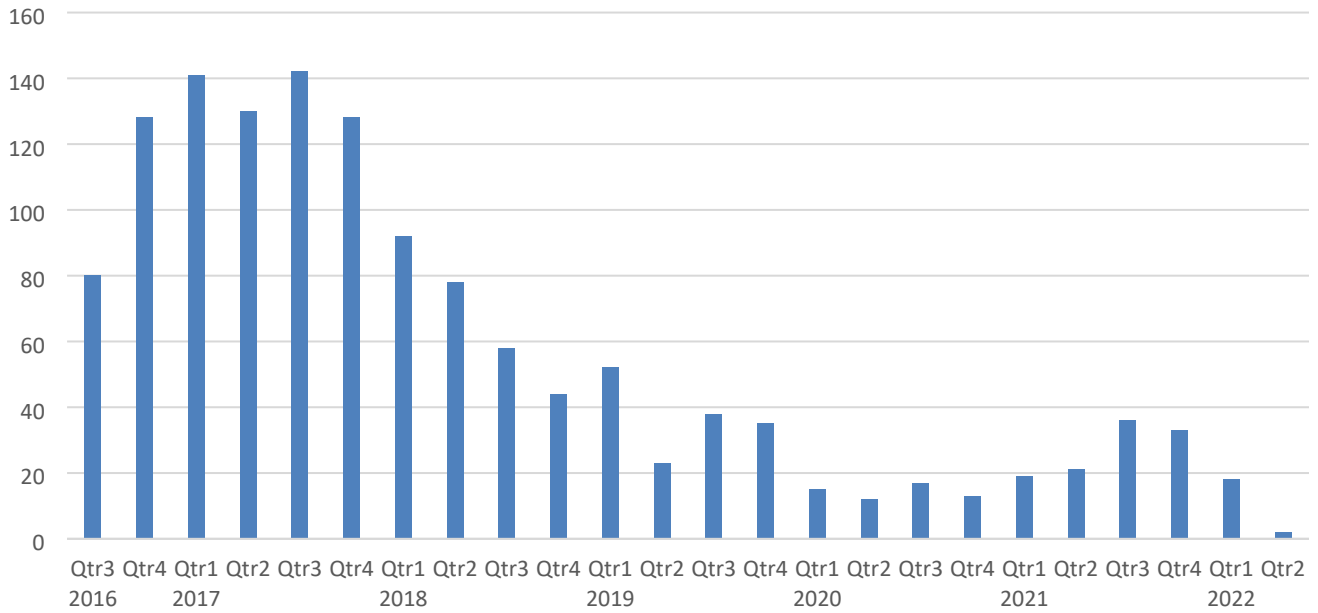
**Overview:**

On February 16<sup>th</sup>, 2022, Youth Committee requested five-year review of WIOA Youth Metrics for review.

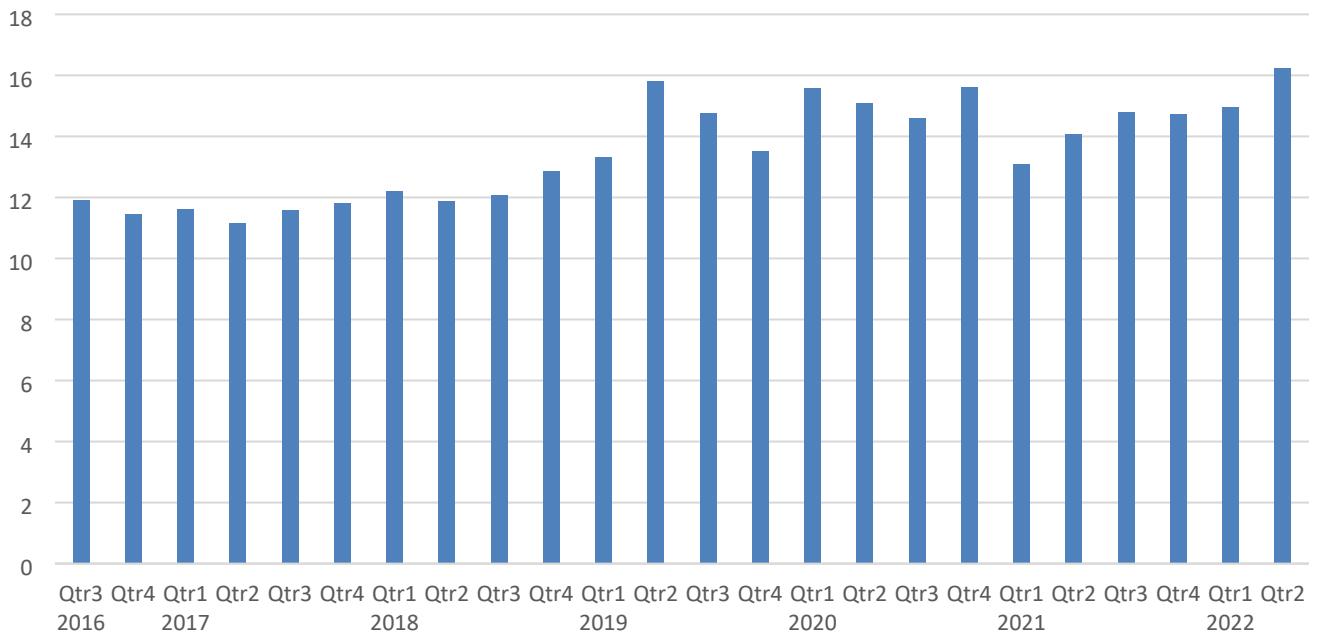
Below are charts with quarterly totals for various WIOA Youth related metrics for the time period of July 1<sup>st</sup>, 2016 to May 10<sup>th</sup>, 2022.



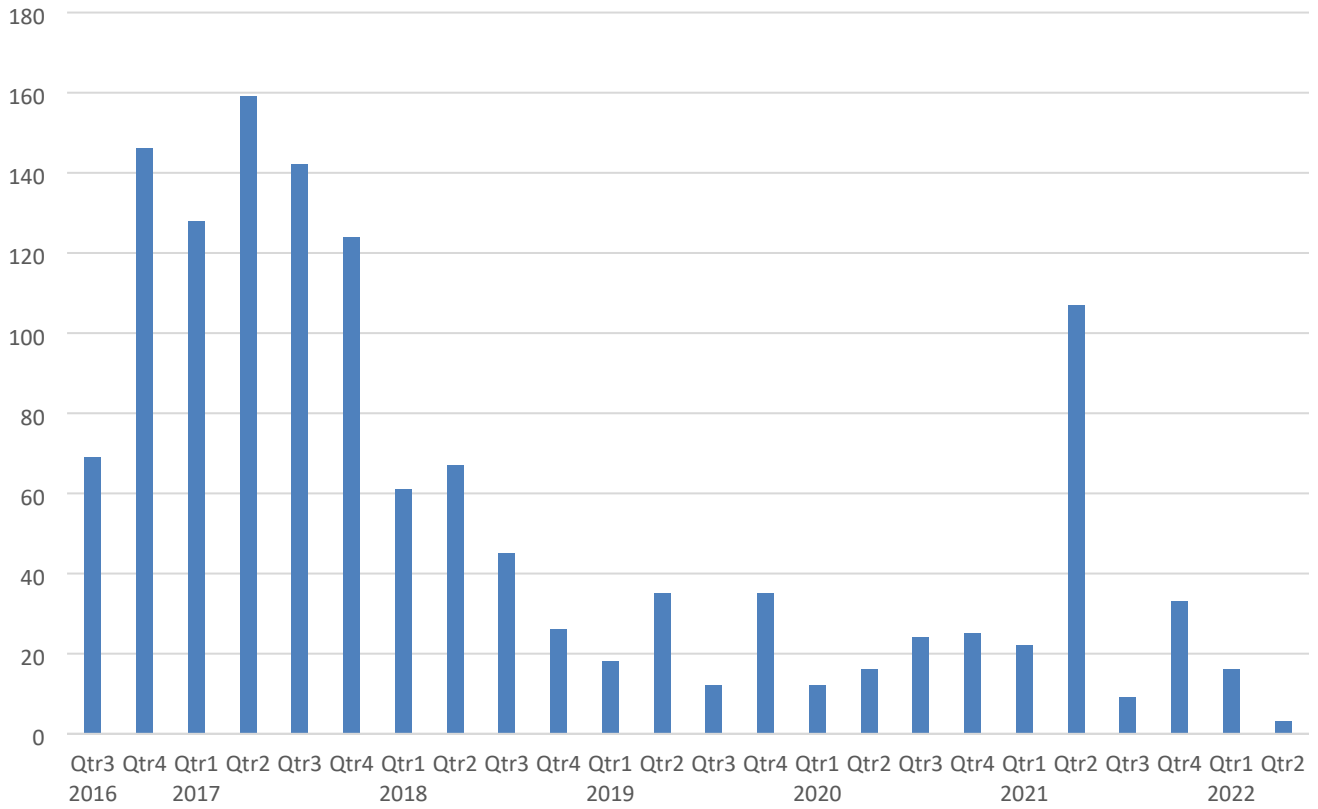
### Youth Placements



### Youth Average Wage



# Youth Credentials





## Information Item

### Public Relations/Marketing (Youth Committee)

Updated: May 11, 2022

The following is an update of the CareerSource Tampa Bay (CSTB) Marketing & Public Relations Department's efforts to support the CSTB **Tampa Bay Hires** and **Tampa Bay Summer Hires** programs for the first three-quarters of the fiscal year 21/22.

**TB SUMMER HIRES:** Marketing continues to support the *Tampa Bay Summer Hires* program by developing marketing materials (flyers, updating social media pages, website). Marketing also worked with McKay Marketing on *Tampa Bay Summer Hires* lead generation campaign for 16–24-year old's focusing on out-of-school youth. At the beginning of the campaign (phase 1), youth had 1,100 applications with a goal of 2,200 applications for the 2022 *Summer Hires Program*. An additional (phase 2) campaign was added in March 2022 to increase applications to 2,600 applications. As of May 10, 2022, the summer program had received 2,625 applications. Also, part of Phase 2 outreach effort was to extend the registration deadline for youth to enroll until March 31, 2022.

The Marketing Department assisted Youth Director, Jennifer Wilson with the hiring of marketing interns for the 2022 *Summer Hires program*. There will be one intern working closely with Jennifer Wilson (Nicholas Gordon) and another intern working in the Marketing Department (Jenna Castlewitz) to produce newsletters, flyers, and marketing support materials. Jenna started with the CareerSource Marketing team her Senior year, and this will be her fourth summer working with the marketing team. She is currently pursuing a degree in Computer Technology at Florida Polytechnical Institute. She is from Tampa.

The Marketing/PR Team will also be hiring three interns at the Youth Summit on May 31<sup>st</sup>. These three interns will assist the marketing team with photos, and success stories and will also learn about the CSTB Marketing Department's various operations such as social media, press release writing, video production, marketing-advertising, project management, and website management. The goal will be to give the interns an overall view of how a marketing/Public Relations department works on a day-to-day basis.

CSTB hosted a *Tampa Bay Summer Hires Employer Information Session* for Hillsborough County businesses on March 23, 2022. The virtual meeting gave employers information on how to participate in the 2022 *Tampa Bay Summer Hires program*.

CSTB hosted an in-person hiring event for *Hillsborough County Public Schools*, on Wednesday, February 23, 2022, at the CareerSource Tampa Bay – Ruskin Center location. We partnered with the School District to fill open positions for their school locations in the Ruskin, Riverview, Wimauma, and Brandon areas. During the event, job seekers had an opportunity to meet with recruiters and/or hiring managers for a variety of employment positions in the district. Positions included Bus Driver & Mechanics, Custodians/Janitors, Food Servers, H.O.S.T. After-school Childcare Workers, Nurses, Substitute Teachers, and Teachers (especially for special needs).

CSTB received a check from the Florida Medical Clinic Foundation of Caring in February 2022 and the Marketing team helped recognize the contribution. The check was for \$18,320 to support the Tampa Bay Summer Hires program. In 2021, the program provided summer internships and job training to more than 760 young adults in

Hillsborough County. This grant will provide additional funding to allow ten young adults who may not qualify for the program to participate.

A press conference was held on Monday, January 10, 2022, to promote the registration opening for the *Tampa Bay Summer Hires program*. The press conference was well attended with the following television stations attending Bay News 9, ABC Action News 28, News Channel 8 NBC, Fox 13, 10 News CBS, and Telemundo. This resulted in 25 stories being published about Tampa Bay Summer hires, with a local viewership of 568,685 and a marketing publicity value of \$27,948.



*CSTB Youth Director Jennifer Wilson, with Hillsborough Public Schools Superintendent Addison Davis and CSTB CEO/President John Flanagan participating in the 2022 Tampa Bay Summer Hires Enrollment Kickoff.*

**YOUTH OUTREACH:** Marketing worked closely with the *Hillsborough County School District* with the help of CSTB's Conchita Canty Jones. CSTB had a high-level meeting with the School District in the spring/22. This meeting included CSTB VP of Marketing and Public Relations Doug Tobin, Tanya Arja the Hillsborough County School District, Michael McAuley with the Hillsborough County School District, and CSTB's Conchita Canty-Jones. We discussed ways to push out Tampa Bay Summer Hires promotional information, working closely with the Superintendent to develop a video promoting signing up students in the Employ Florida system, and several other projects. It was agreed to keep the doors of communication open and have regular meetings.

**YOUTH WEBSITE:** The **Tampa Bay Hires** and **Tampa Bay Summer Hires** website was completed in December 2021. Marketing continues to work with the youth program to keep the website updated. The new website incorporates the new branding logos and has a more youthful look. The website also has more capabilities to include photos and videos to promote the program. The website can easily be found by using the vanity URL [TampaBayHires.com](http://TampaBayHires.com) or [TampaBaySummerHires.com](http://TampaBaySummerHires.com). This will allow us to easily market the program in the future. Marketing updated the website again on May 11, 2022.

**YOUTH PRESS RELEASES:**

The Marketing and Public Relations Department promoted the youth program with the following press releases PY 21/22.

- 03.16.2022-- Tampa Bay Summer Hires Business Information Session on March 23, 2022
- 2.28.2022--Tampa Bay Summer Hires extends 2022 summer job registration until March 31<sup>st</sup>
- 02.22.2022--CSTB to Host Hillsborough County Public Schools Job Fair - Ruskin on Feb 23, 20220
- 2.14.2022--FMC Foundation Supports Tampa Summer Hires program
- 01.10.2022 Tampa Bay Summer Hires Opens 2022 Summer Registration
- 01.05.2022--CSTB Release -Tampa Bay Summer Hires to hold Employer Information Session
- 11.29.2021--CSTB Press Release - Tampa Bay Hires Hosts GED Graduation Ceremony
- 11.03.2021--Vision 2022 Business and Education Summit on Jan 10, 2022
- 08.30.2021-- SJC Program End Awards
- 08.05.2021 -- ACE Program Announcement

**YOUTH SOCIAL MEDIA:**

Marketing continues to provide support for the youth program by updating the social media pages for Tampa Bay Hires/Tampa Bay Summer Hires. The youth social media pages can be found at the top of the [www.TampaBayHires.com](http://www.TampaBayHires.com) web page. and includes a separate Facebook, Twitter, YouTube, Instagram, and LinkedIn. In January 2022 a Tik Tok was developed content is being made by the Outreach Team. Tik Tok is a social media platform very popular with youth especially in our 16-24 target demographic.





## Information Item

# Adjusted Lower Living Standard Income Level for 2022

In accordance with DEO communiqué issued on 4/29/2022, the table below reflects LLSIL income levels to determine whether an individual meets the WIOA “low income” definition effective 4/6/2022 when the notice was published in the Federal Register.

FAMILY UNIT SIZE	Annual Income
1	<b>\$13,590**</b>
2	<b>\$18,310**</b>
3	<b>\$23,349</b>
4	<b>\$28,826</b>
5	<b>\$34,021</b>
6	<b>\$39,790</b>
7	<b>\$45,559</b>
8	<b>\$51,328</b>

**\*\*100% of poverty**

*For each additional person in a family above eight, add \$5,769 per person in the Metro areas.*



## Information Item

# LWDB 15 DEO Quality Assurance Monitoring Review Program Year 21-22

### Overview:

On 4.15.22 Department of Economic Opportunity (DEO) provided us with the LWDB 15 Monitoring Review Notification Letter for PY 21-22.

DEO conducted the PY 21-22 programmatic monitoring review remotely during the week of 4/11/22 – 4/15/22. DEO provided a total of 172 sample files for this program year and below is the distribution of case files by program. The DEO Preliminary Summary Report of findings or other non-complaint issues was scheduled for 4/15/22, the LWDB 15 10-day response was submitted on 4/29/22, and the final DEO CAP response is currently pending.

Programs	PY2021 Count
WIOA AD	13
Ag Job Orders	6
WIOA DW	9
Job Orders	15
JVSG	13
MSFW	10
RESEA	5
SNAP	17
WIOA Special Projects	15
SYEP	5
TAA	3
WP Job Seekers	20
WP Placements	10
Welfare Transition	18
WIOA Youth	13
<b>Grand Total</b>	<b>172</b>





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