Workforce Performance Committee
CareerSource Tampa Bay

Feb 2, 2022 9:00 AM - 10:30 AM EST

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- **A. Next Workforce Performance Meeting - May 5, 2022**

Pledge of Allegiance

CareerSource TAMPA BAY

Workforce Performance Committee Meeting

Minutes

CareerSource Tampa Bay
Nov 3, 2021 at 9:00 AM EDT

Attendance

Members Present (Remote):
Tom Aderhold, Richard Bennett, Gary Hartfield, John Howell, Robert Blount, III, Steve Morey, Jason Woody

Members Absent:
Stephanie Brown-Gilmore, Richard Cranker, Gil Schisler

Attendance

Members Present (Remote):
Wesley Barr, Saleema Bennett, Melissa Carroll, John Flanagan, Chad Kunerth, Anna Munro, Don Shepherd, Tammy Stahlgren, Doug Tobin, Jody Toner, Jennifer Wilson, Michelle Zieziula

Guests Present (Remote):
Nicole Beverley - EDSI, Tere Formilus - EDSI, Trevor Stout - EDSI

Board Liaison Present (Remote):
Ken Jones

I. Call to order, Welcome and Roll Call (Presenters: Richard Bennett)

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

Welcome Robert Blount, President, Abe Brown Ministries to the Committee. He was appointed to the Board on September 22, 2021.

II. Pledge of Allegiance (Presenters: Tom Aderhold)

Tom Aderhold led Pledge of Allegiance.

III. Public Comments

There were none.

IV. Action / Discussion Items

A. Approval of Minutes - August 4, 2021 Workforce Performance Committee Meeting (Presenters: Richard Bennett)

Motion:

DRAFT

To approve the minutes of August 4, 2021 Workforce Performance Committee Meeting.

Motion moved by Tom Aderhold and motion seconded by Steve Morey. The motion carried.

B. Approval of New Training Vendor - CNA Training & Testing Center dba Career Training Institute (Presenters: Melissa Carroll)

Motion:
To approve the CNA Training and Testing Center training provider application and training programs.

Motion moved by Steve Morey and motion seconded by Tom Aderhold. The motion carried.

C. Approval of New Training Vendor - Ultimate Medical Academy (Presenters: Melissa Carroll)

Motion:
To approve Ultimate Medical Academy training provider application and training programs.

Motion moved by Steve Morey and motion seconded by Gary Hartfield. The motion carried.

D. Approval of New Training Vendor - Academy of Applied Technology (Presenters: Melissa Carroll)

Motion:
To approve the Academy of Applied Technology training provider application and training programs.

Motion moved by Tom Aderhold and motion seconded by Steve Morey. The motion carried.

E. Approval of New Training Vendor - Suncoast Career Academy, Inc. (Presenters: Melissa Carroll)

Motion:
To approve the Suncoast Career Academy, Inc. training provider application and training programs.

DRAFT

Motion moved by Jason Woody and motion seconded by John Howell. The motion carried.

F. Approval of New Training Vendor - Tampa Medical College (Presenters: Melissa Carroll)

Motion:
To approve the Tampa Medical College training provider application and training programs.

Motion moved by Steve Morey and motion seconded by Tom Aderhold. The motion carried.

G. Approval of New Training Vendor - Herzing University (Presenters: Melissa Carroll)

Motion:
To approve the Herzing University training provider application and training programs.

Motion moved by Gary Hartfield and motion seconded by Steve Morey. The motion carried.

H. Approval of Training Programs (Presenters: Melissa Carroll)

Motion:
To approve Hillsborough Community College, Hillsborough Technical Colleges and Concorde Career Institute training programs.

Motion moved by John Howell and motion seconded by Jason Woody. The motion carried.

V. Information Items

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

Committee members were invited to attend the Community Resource Fair scheduled for November 16, 2021. The Community Resources Fair is being held to learn about resources available in Hillsborough County that may help jobseekers in their employment, career development, and social service needs. To learn more about the event, residents can go to the following website: www.careersourcetampabay.com/ResourceFair

DRAFT

B. PY 21-22 Workforce Performance Strategic Goals Update (Presenters: Chad Kunerth)

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. Mr. Kunerth conducted a high level overview of the various sections on the dashboard.

New live dashboard was reviewed.

No discussion occurred.

C. Contact Center Dashboard (Presenters: Chad Kunerth)

New live Dashboard for the Contact Center was reviewed.

No discussion occurred.

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

The Strategic Goals for Public Relations and Marketing were highlighted and reviewed.

Marketing is updating the existing marketing and communication plan. Ongoing. The first step we are taking is to hire a Marketing/PR firm to assist with strategy. We are in the final stages of contract development with Vistra Communications. Vistra will assist the VP of Marketing/Public Relations in developing a strategic marketing/outreach plan for the program year 2021-22.

Upcoming event: January 10, 2022 - Vision 2022 and Tampa Bay Summer Hires kick-off.

No discussion occurred.

E. Updated CSTB Policies (Presenters: Wesley Barr)

On-the-Job training policy and the CSTB Paid Work Experience Policy has been modified.

No discussion occurred.

F. CSTB PY 21-22: Internal Program Monitoring Update (Presenters: Wesley Barr)

No discussion occurred.

G. DEO Quality Assurance Report Program Years 2020-2021 (Presenters: Wesley Barr)

There were 11 findings and 6 ONI's. This was a decrease from last year. The CSTB Corrective Action Plan (CAP) was submitted to DEO on October 27, 2021. The team is conducting training to prevent future findings in those areas.

No discussion occurred.

H. Training Program Updates (Presenters: Melissa Carroll)

No discussion occurred.

VI. Future Business

There was none.

VII. Adjournment

The meeting was adjourned at 9:54 a.m.

Minutes prepared by Tammy Stahlgren, Administrative Services Coordinator.

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Action Item
Approval of Training Programs

Applications for approval of new training programs are accepted during from July-September. A waiver for a training provider application outside of this application period may be requested and approval will be considered on a case-by-case basis.

Current application threshold criteria per the Eligible Training Provider Policy are as follows:

- Limit new training providers/new training programs to a maximum of 12 enrollments until performance is established
- ITA Cap: Training customers may receive training assistance under ITA services up to a lifetime cap of $15,000.00 per individual.
- Limit training programs to those with a minimum entry level wage rate of $15.40 per hour* (based on annual regionally adjusted wage rate)

Does not meet the minimum entry level wage rate
Does not meet completion rate of 65%
Does not meet wage rate and completion rate

Rasmussen University

Rasmussen University is requesting a waiver for their training programs to be considered outside of the application period due to the New Port Richey campus closing. Rasmussen University's New Port Richey campus closed, and classes were moved to their new Odessa campus. Rasmussen University submitted a Program Cost and Performance Data Worksheet for their new Odessa campus and Brandon campus for the following programs:

Courses/Certificate/Diploma Programs

Program – Course # - Type of Degree or Certificate	Books & Supplies	Tuition	Fees	Total Cost	Duration of Training	Completion Rate	Average Wage at Placement	RTOL 21-22 Entry Wage Rate*
Health Information Technician - Associate's Degree – Central Pasco	Included	$24,210.00	$4,920.00	$29,130.00	2 years	16.13%	$15.12	$13.20
Medical Administrative Assistant – Certificate – Central Pasco	Included	$12,682.00	$2,460.00	$12,682.00	9 months	18.18%	$16.89	$12.50

Surgical Technologist - Associate's Degree – Central Pasco	Included	$24,748.00	$4,680.00	$29,698.00	2 years	N/A – New Program	$21.42	$16.10
Medical Assisting – Diploma – Central Pasco	Included	$13,719.00	$3,335.00	$17,054.00	12 months	37.93%	$14.25	$13.02
Practical Nursing – Diploma – Central Pasco	Included	$18,760.00	$4,795.00	$23,555.00	1.5 years	23.81%	$19.41	$18.72
Professional Nursing - Associate's Degree – Central Pasco	Included	$41,718.00	$6,845.00	$48,563.00	2 years	16.83%	$28.87	$24.33
Health Information Technician - Associate's Degree Brandon Campus	Included	$24,210.00	$4,920.00	$29,130.00	2 years	16.28%	$16.08	$13.20
Medical Assisting – Diploma Brandon Campus	Included	$13,719.00	$3,335.00	$17,054.00	1.5 years	37.93%	$13.81	$13.02
Practical Nursing – Diploma Brandon Campus	Included	$18,760.00	$4,795.00	$23,555.00	1.5 years	25.73%	$21.25	$18.72
Professional Nursing - Associate's Degree Brandon Campus	Included	$41,718.00	$6,845.00	$48,563.00	2 years	28.83%	$28.31	$24.33
Medical Administrative Assistant – Certificate Brandon Campus	Included	$10,222.00	$2,460.00	$12,682.00	9 months	37.93%	$12.00	$12.50

Legend:

- *Average Wage at Placement was provided by the Training Vendor*
- *Entry Wage Rate based on the Standard Occupational Classification (SOC) code for the training program listed on the CSTB Region 15- Regional Targeted Occupation List for PY 21-22*.*

Rasmussen University submitted the following for each campus:

- Building Facility Accessibility Checklist
- FETPIP Reports for 2019-20
- CIE License by Means of Accreditation (#4493)

NOTE: WIOA training services must be provided in a manner that maximizes informed consumer choice in selecting an eligible provider. Individuals who are interested in training services are made aware of the full array of training services by CSTB. They are invited to review and research training providers and programs outlined on the CSTB's approved training provider list. Training provider and program selections must fall on CSTB's ETPL to be considered for enrollment through the WIOA program.

Recommendation: Approval of Rasmussen University's waiver request for the training program additions outside of the application period and application for new training programs.

Action Item

CareerSource Tampa Bay

Addition of Occupations

to the

PY21-22 Regional Demand Occupations List (DOL)

During the Comprehensive Local Needs Assessment (CLNA) to meet requirements under the Perkins V Act, the review panel noted that fourteen (14) occupations were not included on the CareerSource Regional Demand Occupations List (DOL) approved through board action on May 20, 2021 for program year 2021-2022. These occupations have been reviewed by staff, were found to be on the CSTB PY20-21 DOL list and currently appear on neighboring local workforce boards as occupations leading to employment.

For CONSIDERATION:

Staff request the approval of the addition of the 14 Occupations to the current PY21-22 Regional Demand Occupations List (DOL).

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

SOC Code†	HSHW††	Occupational Title†	Growth	Openings	Mean	Entry	Code	Industry?	Source†††
319011		Massage Therapists	4.20	109	15.07	9.75	3	Yes	R
514041		Machinists	1.80	87	19.50	13.30	3	Yes	R
333012		Correctional Officers and Jailers	-0.45	81	23.92	16.10	3	No	R
271025		Interior Designers	1.63	47	26.93	17.97	4	No	R
493042		Mobile Heavy Equipment Mechanics, Except Engines	1.10	68	24.40	18.64	3	Yes	R
399021		Private Detectives and Investigators	0.83	50	41.33	24.11	3	No	R
272012		Producers and Directors	3.84	49	34.09	20.87	5	Yes	R
131020		Purchasing Agents, Except Wholesale, Retail, and Farm Products	0.13	201	31.94	20.22	4	No	R
173031		Surveying and Mapping Technicians	1.63	58	19.60	14.15	3	Yes	R
119081		Lodging Managers	2.78	33	31.65	17.11	4	Yes	R
191029		Biological Scientists, All Other	2.60	56	19.54	14.25	4	Yes	R
173023	HSHW	Electrical and Electronics Engineering Technicians	1.35	39	27.16	18.73	4	Yes	R
492094	HSHW	Electronics Repairers, Commercial and Industrial Equip.	1.34	15	27.85	21.99	3	Yes	R
131022		Wholesale and Retail Buyers, Except Farm Products	0.13	201	31.94	20.22	4	No	R

On Other Regions PY21-22 DOL

On PY20-21 TOL Not On PY21-22 DOL

†SOC Code and Occupational Title refer to Standard Occupational Classification codes and titles.

††HSHW = High Skill/High Wage.

†††Data Source:

R = Meets regional wage and openings criteria based on state Labor Market Statistics employer survey data. Regional data are shown.

S = Meets statewide wage and openings criteria based on state Labor Market Statistics employer survey data. Statewide data are shown.

NR = Not releasable.

Information Item

Strategic Goals Data Dictionary

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
Training Vendors Outcome Report

Period covering January 2021 - December 2021

CareerSource Tampa Bay provides WIOA funded training services with a focus on successful completion of demand-driven industry certifications and training programs.

Performance Outcome Descriptions:

Metric	Description
Total Exited Training	The total # of all WIOA customers who exited training since the beginning of the current program year.
Exited without Completing Training	The total # of all WIOA customers that exited training since the beginning of the current program year without completing training.
Exited After Completing Training	The total # of all WIOA customers that exited training since the beginning of the current program year after completing training.
Total Employed	The total # of all WIOA customers that exited training since the beginning of the current program year with employment after exiting training.
Total Employed Training Related	The total # of all WIOA customers that exited training since the beginning of the current program year with employment that is related to training after exiting training.
Employed Not Training Related	The total # of all WIOA customers that exited training since the beginning of the current program year with employment that is not related to training after exiting training.
Average Wage	The average of wages for all WIOA customers that exited training since the beginning of the current program year with employment after exiting training.
Completion %	Exited After Completing Training divided by Total Exited Training
Placement %	Total Employed divided by Exited After Completing Training

CareerSource TAMPA BAY

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

Provider Name	Program Name	Active	Total Exited Training	Exited after Completing Training	Exited without Completing Training	Total Employed Training Related	Employed Not Training Related	Average Wage	Completion %**	Placement %**
Academy for Dental Assistants	12 Week Dental Assisting Program	0	1		1			N/A	0%	N/A
Access Computer Training	Microsoft Advanced Office	2	6	6		2		$ 21.88	100%	33%
Access Computer Training	Business Application	4	5	4	1			N/A	80%	0%
Access Computer Training	Introduction to Bookkeeping	2	2	2				N/A	100%	0%
Aguilas International Technical Institute	Medical Assistant	5	1		1			N/A	0%	N/A
Aguilas International Technical Institute	Pharmacy Technician	2	1	1				N/A	100%	0%
Altierus Career College	Massage Therapy	5	2	1	1			N/A	50%	0%
Altierus Career College	Heating, Ventilation and Air Conditioning (HVAC) Technician	1	1	1				N/A	100%	0%
Altierus Career College	Industrial Electrical Technician	0	1	1		1		$ 17.50	100%	100%
Altierus Career College	Medical Billing and Coding	1	1		1		1	$ 18.00	0%	N/A
Aparicio-Levy Technical Center	Emergency Medical Technician	3	2	1	1			N/A	50%	0%
Aparicio-Levy Technical Center	Firefighting	0	1	1				N/A	100%	0%
Armenia Pharmacy Solutions School	Pharmacy Tech Training	1	2	2				N/A	100%	0%
Brewster Technical Center	Central Sterile Processing Technologist	1	1		1			N/A	0%	N/A
Brewster Technical Center	Pharmacy Technician	0	1		1			N/A	0%	N/A
Center For Technology Training	Project Management	0	7	6	1	1	2	$ 17.29	86%	50%
Center For Technology Training	Web Design Professional	4	4	1	3		1	$ 11.00	25%	100%
Center For Technology Training	Network Technician (Network+)	0	2	2		1		$ 20.02	100%	50%
Center For Technology Training	Security Professional (Security+Prep)	0	2	2		2		$ 31.64	100%	100%
Center For Technology Training	Pc Repair Technician (A+ Prep)	0	2	1	1			N/A	50%	0%
Center For Technology Training	Microsoft Database Technologies	0	2	1	1			N/A	50%	0%
Center For Technology Training	Business Applications Specialist	4	2	1	1	1	1	$ 32.50	50%	200%
Center For Technology Training	Cisco Certified Network Associate (CCNA)	1	1		1			N/A	0%	N/A
Center For Technology Training	Network Administrator - MCSE-MNE	1	1	1				N/A	100%	0%
Computer Coach Training Center	Cyber Security Specialist	13	10	9	1			N/A	90%	0%
Computer Coach Training Center	Digital Marketing Specialist	8	8	8		1		$ 51.92	100%	13%
Computer Coach Training Center	Front-End Web Developer	5	7	6	1			N/A	86%	0%
Computer Coach Training Center	Business Office Specialist	3	7	7				N/A	100%	0%
Computer Coach Training Center	Cloud Integration Specialist	3	4	3	1	2	1	$ 32.50	75%	100%
Computer Coach Training Center	IT Security Professional	0	4	3	1	1		$ 16.87	75%	33%
Computer Coach Training Center	Project Management Specialist / Service Management	1	4	4		1	1	$ 49.85	100%	50%
Computer Coach Training Center	Computer Support Technician	0	3	2	1		1	$ 18.95	67%	50%
Computer Coach Training Center	Data Specialist	1	2	2		1		$ 27.02	100%	50%

Computer Coach Training Center	IT Service Management	0	1	1				N/A	100%	0%
Concorde Career Institute	Medical Assistant	2	2	1	1			N/A	50%	0%
Concorde Career Institute	Dental Assistant	1	1	1		1		$ 15.00	100%	100%
Concorde Career Institute	Medical Office Administration	2	1		1			N/A	0%	N/A
Concorde Career Institute	Medical/Clinical Assistant	0	1	1				N/A	100%	0%
Concorde Career Institute	Dental Assisting/Assistant	0	1	1		1		$ 17.00	100%	100%
DATS of Florida, Inc.	Entry Level Dental Assistant	0	1		1			N/A	0%	N/A
Erwin Technical Center	Medical Assisting	1	1		1	1		$ 15.00	0%	N/A
Erwin Technical Center	Medical Biller/Coder - ATD	0	1		1			N/A	0%	N/A
Erwin Technical Center	Plumbing	0	1	1				N/A	100%	0%
Erwin Technical Center	Practical Nursing	0	1	1				N/A	100%	0%
Erwin Technical Center	Cosmetology	1	1	1				N/A	100%	0%
FleetForce Truck Driving School	Commercial Truck Operator	0	3	3				N/A	100%	0%
Florida Career College	Medical Assistant Technician	10	31	24	7	2	1	$ 13.50	77%	13%
Florida Career College	Heating, Ventilation, and Air Conditioning	7	19	18	1	2	2	$ 15.51	95%	22%
Florida Career College	Dental Assistant	5	11	9	2	3	2	$ 14.00	82%	56%
Florida Career College	Medical Front Office and Billing	6	8	6	2	2	1	$ 15.83	75%	50%
Florida Career College	Patient Care Technician Diploma	0	3	2	1	1	1	$ 14.25	67%	100%
Florida Career College	Business Office Administration	2	3	3		1	1	$ 15.25	100%	67%
Florida Technical College	IT Project Management	1	2	2				N/A	100%	0%
Galen College Of Nursing	Nursing	3	8	2	6	1		$ 19.23	25%	50%
Galen College Of Nursing	Baccalaureate Degree in Nursing (BSN)	4	2	1	1	1		$ 14.00	50%	100%
Galen College Of Nursing	Practical Nursing	3	1	1		1		$ 21.00	100%	100%
Hillsborough Community College	Commercial Vehicle Driving (Heavy and Tractor-Trailer Truck Drivers)	9	23	16	7	5	1	$ 19.66	70%	38%
Hillsborough Community College	Clinical Medical Assistant	6	7	4	3	2		$ 14.50	57%	50%
Hillsborough Community College	NURSING	0	2		2			N/A	0%	N/A
Hillsborough Community College	Radiography	1	1	1		1		$ 21.85	100%	100%
Hillsborough Community College	Paralegal Studies (legal Asst)	0	1		1			N/A	0%	N/A
Hillsborough Community College	Java 8SE (OCAJ) Certification (ECX-8085)	0	1	1				N/A	100%	0%
Hillsborough Community College	EKG Technician	0	1		1			N/A	0%	N/A
Hillsborough Community College	CompTIA A+ Certification	1	1	1				N/A	100%	0%
Hillsborough Community College	Cloud Professional Certification	0	1		1			N/A	0%	N/A
Hillsborough Community College	Certified Nursing Assistant (CNA NUR 8017)	1	1	1				N/A	100%	0%
Hillsborough Community College	Business Administration	1	1	1				N/A	100%	0%
Hillsborough Community College	Office Administration	0	1		1			N/A	0%	N/A
Jersey College	Professional Nursing	4	10	4	6	1	1	$ 21.94	40%	50%
Jersey College	Professional Nursing	3	7	4	3	1		$ 29.17	57%	25%
Jersey College	Practical Nursing	0	4	3	1	3		$ 24.98	75%	100%
National Aviation Academy	Aviation Maintenance Technology	9	3	3		1	1	$ 17.16	100%	67%
National Aviation Academy	Aircraft Powerplant Mechanics	0	2	1	1	1		$ 15.00	50%	100%
National Aviation Academy	Aviation Maintenance Professional Program	0	1	1				N/A	100%	0%

New Horizons Computer Learning Center Of Gulf Coast FL	Preparation For Project Management Professional (PMP) Certification	1	11	8	3	1	2	$ 29.69	73%	38%
New Horizons Computer Learning Center Of Gulf Coast FL	Preparation for CompTIA A+	1	9	5	4		1	$ 14.00	56%	20%
New Horizons Computer Learning Center Of Gulf Coast FL	Preparation for CompTIA Network+	0	8	8				N/A	100%	0%
New Horizons Computer Learning Center Of Gulf Coast FL	Preparation for Information Technology Infrastructure Library ITIL	0	6	6		2		$ 33.50	100%	33%
New Horizons Computer Learning Center Of Gulf Coast FL	Preparation for CompTIA Security+	0	4	4				N/A	100%	0%
New Horizons Computer Learning Center Of Gulf Coast FL	Computer Information Systems Manager	0	2	1	1			N/A	50%	0%
New Horizons Computer Learning Center Of Gulf Coast FL	Preparation for Cisco Certified Network Associate (CCNA) certificate	0	1	1				N/A	100%	0%
New Horizons Computer Learning Center Of Gulf Coast FL	Preparation for Certified Ethical Hacker certification (CEH)	0	1	1				N/A	100%	0%
New Horizons Computer Learning Center Of Gulf Coast FL	Computer Network Support Specialist	0	1		1		1	$ 13.00	0%	N/A
New Horizons Computer Learning Center Of Gulf Coast FL	Preparation for Cyber Security IT Professional	0	1	1				N/A	100%	0%
New Horizons Computer Learning Center Of Gulf Coast FL	Preparation for Microsoft Certified Solutions Associate (MCSA)	0	1	1				N/A	100%	0%
New Horizons Computer Learning Center Of Gulf Coast FL	Preparation for Certified Information Security Systems Professional-CISSP	0	1	1				N/A	100%	0%
New Horizons Computer Learning Center Of Gulf Coast FL	Management Analyst	0	1	1				N/A	100%	0%
Palm Beach Code School	Intro to Web Design and Development	0	1		1			N/A	0%	N/A
Palm Beach Code School	Social Media Marketing Specialist	3	1	1				N/A	100%	0%
Rasmussen College	Professional Nursing AS	3	2	1	1			N/A	50%	0%
Rasmussen College	Health Information Technician - AS	0	1		1			N/A	0%	N/A
Roadmaster Drivers School, Inc.	Commercial Truck Driver	0	16	13	3	3		$ 17.04	81%	23%
Southern Technical College	Medical Assisting	1	1		1			N/A	0%	N/A
St Petersburg College	Electrical Line Worker	0	1	1				N/A	100%	0%
Tampa Truck Driving School	CDL A - Truck Driver Training	13	58	55	3	16	4	$ 17.21	95%	36%
Tampa Truck Driving School	Class A CDL Training	1	6	6				N/A	100%	0%
Tampa Vocational Institute	Call Center/Customer Service	0	3	3			1	$ 18.25	100%	33%
Tampa Vocational Institute	Introduction To Green Construction	0	2	2				N/A	100%	0%
University Of South Florida	Paralegal Certificate	6	7	4	3	1		$ 15.00	57%	25%
University Of South Florida	HR Management Certificate	3	6	4	2			N/A	67%	0%
University Of South Florida	Project Management Certificate	0	3	3		3		$ 35.42	100%	100%
University Of South Florida	Project Management Professional (PMP)® Certification Prep	0	2	2		1		$ 31.25	100%	50%
University Of South Florida	Process Improvement - Lean Six Sigma Green Belt Certification	1	2	2			1	$ 20.20	100%	50%
University Of South Florida	Legal Assistant/Paralegal	1	2	1	1		1	$ 25.00	50%	100%

University Of South Florida	SHRM Essential of HR	0	1	1				N/A	100%	0%
University Of South Florida	SHRM Certified Professional or SHRM Senior Certified Professional Certification	1	1	1				N/A	100%	0%
University Of South Florida	Coding Bootcamp	0	1	1				N/A	100%	0%
Totals		189	436	338	98	73	30			

*Average wage at or above $15.25 or where data is not availble are highlighted green. Average wage below $15.25 are highlighed yellow.

**Completion Rates at or above 65% and Placement Rates at or above 70% are highlighted green.

Note: Participants who exited training after completion have 180 days from completion to be counted as placed. Currently there is a moritorium on removing providers based on performance due to COVID-19.

Information Item
Public Relations/Marketing Report (2nd Quarter)
CSTB Workforce Performance Committee
Updated December 31, 2021

Strategic Goals

Establish a comprehensive marketing and communications plan to support current programs, projects, and events.

- **Action Item**: Establish and update the marketing and communication plan during PY 21-22.
    - **Status:** Marketing is updating the existing marketing and communication plan. Ongoing. We hired a marketing/public relations firm to assist with strategy in November, 2021. A contract was finalized with Vistra Communications. Vistra will assist the VP of Marketing/Public Relations in developing a strategic marketing/outreach plan for our General Outreach for the program year 2021-22.

Refine brand perception and increase brand visibility.

- **Action Item**: Develop innovative strategies and outreach materials to market various programs and increase the effectiveness of advertising, inclusive of website, social media, and earned media statistics.
    - **Status:** Marketing produces a *Quarterly Marketing Report* that includes all of the action items. See report below.

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

- **Action Items:**
    - **Annual Community Survey**
        - **Status:** Marketing is currently working on the language for the community survey. The last community survey was completed by the Marketing Department in 2019. The 2021 survey will focus on businesses partners and job seekers.
    - **Earned Media Report**
        - **Status:** See 2nd Quarter Marketing Report (below)
    - **Public Relations Development**
        - **Status:** Marketing continues to update the existing Public Relations Communications and Outreach Plan to find ways of reaching our target audiences: Partners, Businesses, and Job Seekers.

- **Website Analytics**
  - **Status:** Key website analytics is included in the quarterly marketing report. (See *Marketing Report* below)
- **Customer Survey (Kiosks)**
  - **Status:** In July 2021, marketing, working closely with Special Projects, is surveying visitors to our One-Stop location for outreach information as part of our kiosk survey. See the latest results below.

Quarterly Marketing Report

Below you will find *Key Performance Indicators* done quarterly by the Marketing/Public Relations Department. We measure the primary outreach efforts of social media, website, and media outreach via an Earned Media Report.

WEBSITE USAGE:

Total Website Page Views	376,611
Website Users	56,371
Average Session Duration	3:58
Pages per session	3.37
Bounce Rate	48.05%
Sessions	111,903

TOP 10 WEB PAGES **Page Views** *(July 1, 2021 to December 31, 2021)*		
Main page	**61,947**	**16.45%**
Job Seekers *Career Training & Development*	**13,703**	**3.64%**
Job Seekers *WIOA*	**13,341**	**3.54%**
Job Fairs	**9,502**	**2.52%**
Job Seekers *Job Search / Employability Skills Training*	**8,321**	**2.21%**
Job Seekers *Job Search*	**8,248**	**2.19%**
Job Seekers	**6,247**	**1.71%**
ECourses	**5,789**	**1.54%**
Contact us	**5,108**	**1.36%**
Ace	**4,576**	**1.22%**

SOCIAL MEDIA:

Impressions	74,300
Engagements	3,805
Total Followers	9,292
Total Net Follower Growth	373
Clicks	1,821
Total Messages/Posts	738

PUBLIC RELATIONS

Number of Press Releases	25
Reporter Inquiries	27
Positive Viewers/Reach	955,722
Positive Stories Published	24
Earned Media dollar figure	$60,722

2021 Community Survey

The Marketing/Public Relations team completed the last community survey in the fall of 2019. The 2020 report was not done due to the pandemic. We plan to execute the Community survey using many of the same questions in the fall of 2021. The survey will be posted on the CSTB website, social media pages and done via an email blast. Below are links to questions that we asked during the last community survey. The CSTB Leadership Team will be surveyed to see if the questions need updating.

1. Employer survey https://www.surveymonkey.com/r/WCXTB29
2. Job Seeker Survey Questions https://www.surveymonkey.com/r/W2TDK6T

Customer Survey (Kiosks)

The following questions are being asked of all CSTB customers who sign in on the kiosks when they enter one of the Customer Service Centers. Below is the report for the 1st and 2nd Quarters of PY 2020-21.

How did you hear about CSTB?	
Other *Other comments top responses:* • *Unemployment* • *Walk-in or word of mouth* • *Referral from another agency*	53.9%
Referral from another Agency	35.3%
Digital Marketing (computer/phone)	8.8%
Social Media	5.6%
Television	2.1%
Print Media (Newspaper, Magazines)	0.8%
Billboards	.3%
Radio	.2%

Program Support:

Programs:

- *ACE Program* Marketing is supporting the program by developing flyers, webs updates, and press releases.
- Relaunch the *Professional Networking Group*
- *GED Graduation Event, December 2021*

Event Planning:

The CSTB Marketing/Public Relations team fully supports event planning. Support includes help with planning, website support, event software management, producing marketing collateral, videos, and emceeing. Among the events we supported during Q1 include:

- July 2021 - Ribbon Cutting Ceremony (New Brandon Location)
- August 2021 - Summer Job Connection (Youth Summit)
- August 2021 - Summer Job Connection (End of Program Event)
- Vision 2022 - Planning for the event on January 10, 2022
- Job Fairs & Virtual Job Fairs
- Vision 2022 Event Planning & Execution
- Tampa Bay Summer Hires Press Conference Kick-Off

Advertising/Outreach:

- Print: We are currently making advertising spend in the *Tampa Bay Business Journal* and *Tampa Bay Business Wealth* targeting businesses and business leaders. We will be targeting job seekers in the next three quarters. We will heavily advertise in the second half of 2022 (February to June)

Youth Rebranding & Website Build:

- CSTB Marketing worked closely with the **CSTB Youth Leadership Team** on rebranding and developing a new Youth & Summer Job Connection website. The website was completed in October 2021. We continue to work on updating the website.

  New Youth Name: Tampa Bay Hires
  New Summer Job Connection Name: Tampa Bay Summer Hires
  Tagline: Hire Now. A Higher Tomorrow

Job Fairs: Marketing supported the following Job Fairs

- End of the Year Job Fair, December 14, 2021
- Paychecks for Patriots (Veterans) October, 2021
- Bay Area Manufacturers Association (BAMA) in-person hiring event October 14, 2021
- National ITEN WIRED Job Fair October 27, 2021
- MacDill AFB virtual hiring event October 29, 2021
- EDSI (Educational Data Systems, Inc.) in-person hiring event October 13, 2021
- Amazon in-person hiring events September/October 2021
- CRH Companies (Manufacturing in-person hiring event) August 2, 2021
- Senator Janet Cruz Job Fair July 28, 2021
- SONOCO Job Fair, Plant City, July 27, 2021

Information Item- One Stop Operator Update 12.31.2021

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

EDSI, Inc. has been our One-Stop Operator for the past 3 months. Nicole Beverley, One-Stop Operator of EDSI, Inc. manages our One-Stop Operator contract.

Below is a summary of their achievements during the time period of July 1 - December 31, 2021:

Maintain & Develop New Linkages

9 new partners have joined CSTB's partner network

1. *Habitat for Humanity of Hillsborough County*
2. *Fifth Third Bank - Financial Wellness Program*
3. *Success 4 Kids & Families*
4. *The Centre for Women*
5. *Blanket Tampa Bay*
6. *Positive Spin*
7. *Hope Florida - A Pathway for Prosperity*
8. *University Area CDC*
9. *Tampa Bay Community Network*

Total connections received from portal portal:

49 connections were made

Including:

11 partner organizations received connections for housing assistance

40 connections were made by CSTB

Net Promoter (Job Seeker) Results:

Time Period: July 1 - November 30, 2021

- 2,702 total surveys were sent out with 337 responses received for an average rate of 12%
- Regional NPS (**47%**) scores have exceeded target almost each month of the 30% goal:
  - **July Regional NPS score: 39%**
  - **August Regional NPS score: 42%**
  - **September Regional NPS score: 46%**
  - **October Regional NPS score: 60%**
  - **November Regional NPS score: 27%**

54%
of Job Seekers
rated ease of access to be very easy!

Employer Results:

- 985 total surveys were sent out with **82 responses** received for an average rate 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 to Professional.

CareerSource TAMPA BAY

Information Item

2022 U.S. Federal Poverty Guidelines

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 change effects programs utilizing these guidelines at any percentage, such as summer youth, as well as the WIOA Lower Living Standard Income Level (LLSIL) for a family size of one (1) and (2). CSTB uses 100 percent of the U.S. Federal Poverty Guidelines for LLSIL purposes, and all programmatic forms utilizing LLSIL are currently in the process of being updated. CSTB anticipates the official release of the updated 2022 LLSIL from DEO in May 2022.

1.12.2022	2022 POVERTY GUIDELINES								
Persons in Family/ Household	Poverty Guideline - Annual	70% LLSIL *Updated per communique 6/8/21		200% TANF Eligibility		250%		300% BOCC Eligibility	
		Monthly Income	Annual	Monthly Income	Annual	Monthly Income	Annual	Monthly Income	Annual
1	$13,590	$ 1,040.83	$13,590*	$2,265.00	$27,180	$2,831.25	$33,975	$3,397.50	$40,770
2	$18,310	$ 1,409.17	$18,310*	$3,051.67	$36,620	$3,814.58	$45,775	$4,577.50	$54,930
3	$23,030	$ 1,854.83	$22,258	$3,838.33	$46,060	$4,797.92	$57,575	$5,757.50	$69,090
4	$27,750	$ 2,289.92	$27,479	$4,625.00	$55,500	$5,781.25	$69,375	$6,937.50	$83,250
5	$32,470	$ 2,702.67	$32,432	$5,411.67	$64,940	$6,764.58	$81,175	$8,117.50	$97,410
6	$37,190	$ 3,160.92	$37,931	$6,198.33	$74,380	$7,747.92	$92,975	$9,297.50	$111,570
7	$41,910	$ 3,619.17	$43,430	$6,985.00	$83,820	$8,731.25	$104,775	$10,477.50	$125,730
8	$46,630	$ 4,077.42	$48,929	$7,771.67	$93,260	$9,714.58	$116,575	$11,657.50	$139,890
For families over 8 persons, add $4,720 for each additional person		****100% FPL Used for family 1 or 2***							

Information Item

DEO Final Programmatic Monitoring Review Schedule
Program Year 2021-2022

LWDB	CareerSource	Review Start/End Dates
2022		
20	Research Coast *	01/10/2022 - 01/14/2022
12	Central Florida	01/24/2022 - 01/28/2022
21	Palm Beach County*	01/31/2022 - 02/04/2022
5	Capital Region	02/07/2022 - 02/11/2022
13	Brevard	02/21/2022 - 02/25/2022
9	North Central Florida	02/28/2022 - 03/04/2022
18	Suncoast *	03/07/2022 - 03/11/2022
1	Escarosa	03/14/2022 - 03/18/2022
17	Polk *	03/21/2022 - 03/25/2022
8	Northeast Florida	03/28/2022 - 04/01/2022
14	Pinellas	04/04/2022 - 04/08/2022
15	Tampa Bay*	04/11/2022 - 04/15/2022
10	Citrus Levy Marion	04/25/2022 - 04/29/2022
24	Southwest Florida *	05/02/2022 - 05/06/2022
3	Chipola	05/23/2022 - 05/27/2022
4	Gulf Coast	06/06/2022 - 06/10/2022
22	Broward	06/13/2022 - 06/17/2022
23	South Florida*	06/21/2022 - 06/27/2022

***MSFW Significant LWDBs**
Last Updated: 09/20/2021

Information Item

CareerSource Tampa Bay

Special Grants

National Dislocated Worker Grant (NDWG): COVID-19 Disaster Relief Employment

This NDWG grant targets assisting Hillsborough residents that have been impacted by COVID and meet the defined eligibility criteria to be placed into temporary employment within positions defined by the DOL as directed related to disaster recovery. COVID-19 has affected Hillsborough County residents through job loss and decreased income.

With the recent DEO grant modification approval, CSTB has two components available for:

- Added component is occupational skills or upskilling an eligible NDWG participant to return to work. EDSI, our CSTB service provider for Adult and Dislocated Worker program manages occupational skills training following our WIOA guidelines to a targeted 47 Covid impacted under the NDWG grant.
- Primary component under the NDWG is disaster relief or recovery temporary part-time employment providing Covid impacted the opportunity to earn wages working for a local non-profit agency and get back into the workforce through the NDWG Paid Work Experience program.

Grant activities are:

- 65 total Hillsborough job seekers served under the NDWG grant to date.
- 35 job seekers placed in temporary part-time employment making $15.50 per hour at 25 hours per week for a period of up to 12 weeks of which 5 started in January 2022. 20 job seekers started in PY21-22. 6 job seekers started Occupational Skills Training with 2 targeted to start in January 2022
- Grant budget: $843,937 Spend to date: $295,200 Remaining: $548,737 thru Dec 31,2021

Employer Partners and Worksite Opportunities:

- Feeding Tampa Bay = 2
- Metropolitan Ministries = 16
- CSTB = 15
- United Food Bank Plant City = 2
- Total current openings = 35

2 H-1B Job Training Grants (H1B): Tech Quest Apprenticeship (TQA) and TechBoost

NEW! CSTB has partnered with Clark University as the grant lead and several other Local Workforce Development boards under 2 H-1B grant initiatives seeking to broaden talent development with the Information Technology (IT) Industry.

TQA: the first H-1B grant is the Tech Quest Apprenticeship expansion grant called TQA which targets to assist IT and IT-related apprenticeships and pre-apprenticeship programs in development, expansion and active enrollment. Training must be in occupations and industries for which employers are currently using H-1B visas to hire foreign talent. Targeted participants must be 17 years of age or older who are currently not in school and

unemployed, underemployed, or incumbent worker. Participants may be co-enrolled with WIOA program. An average of $600 occupational training assistance may be provided under the grant award of $79,000.

CSTB will use the grant funds to assist with cost of training for apprentice and pre-apprentice participants. The ACE program is targeted to make use of TQA funds to broaden training resources. Currently, there are 13 targeted enrollments under TQA.

TQA Grant activities are:

- 10 total Hillsborough job seekers served under the TQA grant to date.
- 13 new job seekers on deck to enroll in January 2022
- All grant participants dually enrolled into WIOA formula funds to cover full training costs.

TechBoost: the second H-1B grant is the TechBoost which seeks to build public-private partnership of education, workforce, employers and other stakeholders to leverage grant funds with existing resources to increase Information Technology (IT) and IT-related industry sector-based credentials and work-based training. As with TQA, training must be in occupations and industries for which employers are currently using H-1B visas to hire foreign talent. Targeted participants must be 17 years of age or older who are currently not in school and unemployed or underemployed. TechBoost training assistance may not exceed an average of $5,000 per participant under the grant award of $387,000. Participants may be co-enrolled with WIOA program.

Grant Activities: Planning and Rollout

- Staff continue to attend a series of grant training on grant eligibility, tools, required MIS and planning for grant rollout through Clark University, the H1B grant recipient and oversight of our sub-recipient award.
- Leadership established a Grants coach position to assist and manage grant services partnering with WIOA coach and team for dual case management. Position is posted and targeted to start in January.
- CSTB established a grants “ETPL” to guide OST enrollment under the grant services.
- CSTB has approached DEO to establish needed coding in the Employ Florida system for tracking and grants activity.
- CSTB is developing grant marketing plan with CSTB marketing team to establish kick off, press release and social media campaign.

CareerSource Florida (WIOA State Competitive Grant Award): GET THERE FASTER

CareerSource Tampa Bay (CSTB), in collaboration with CareerSource Polk (CSP), submitted a proposal to CareerSource Florida under their WIOA competitive grant solicitation. CSTB received notification in early December that CareerSource Florida funded their proposal and in fact issued a Notice of Funding Availability (NFA) to both CareerSource Tampa Bay and CareerSource Polk. CSTB was awarded $3,089,416.00 for a 2-year grant period. In fact, CSTB was awarded close to $½ million above the requested amount to assist with pilot program development and services.

The CareerSource team proposed to expand current training and resources to address regional need for veteran, transitioning service member, and military spouse employment training, employment and support programs. Incorporating accelerated training models that provide a pathway to high-demand positions in the IT and aviation sectors, this initiative will aid in crucial talent development to address the unique needs of the military community and relocation or transition to civilian life. The opportunities provided through this program will increase economic self-sufficiency of veterans and their families while meeting the needs of employers and enhancing the productivity and competitiveness of the regional economy. Furthermore, CSTB will establish a Veteran Services Advisory Network partnership model to engage community partners and align regional efforts to support veteran employment initiatives and development of a Veterans Ecosystem.

The anticipated number served by this initiative is 250, with expected sustainability of the program through integration with existing and planned veteran services initiatives.

Key Elements of the grant will be:

Targeted Training and Employment Initiatives

- **Occupational Skills Training and Work-Based Learning**, including short-term certifications, work-based learning, and direct placement services in the aviation and IT sectors.
    - Accelerated IT industry certification training
    - Troops to Technicians - FAA certification training and work-based learning
- **Outreach, Recruitment and Inter-Agency Coordination** - Targeted engagement with veteran-serving organizations, tracking the number of MOUs and documented service coordination activities.
- **Employer Engagement** - Maintain a database of veteran-friendly employers supporting the network, identifying and tracking the number of documented employers committed to hiring eligible participants from the program.

Veteran Ecosystem Development

- **Community Asset Mapping** – Analysis of existing veteran-supporting organizations and services, as well as workforce and wrap-around support programs.
- **Career Pathways** – Development of a data-based pathways and occupational cluster system framework related to specific skills of veterans, starting with IT, aviation and defense-related sectors.
- **Veteran Services Advisory Network** – Development of a working group of regional stakeholders to strengthen and expand existing partnerships to aggregate resources, align strategies and programs, and develop a shared vision for veteran services in the community.

Grant Activities to date:

- Planning meetings at leadership and grants level.
- Job Descriptions developed and position openings posted.
    - Grant supports three (3) positions for a coordinator and 2 coaches
    - Interviews have been pretty much completed and two offer extended to staff up.
- Coordination meetings with grant key partners have been started and scheduled.
- Marketing meetings set to discuss program launch, marketing strategy and social media campaign.
- Develop of eligibility standards, grants application and grant procedure are in progress.
- Planning February 2022 launch date