



Youth Development Committee Meeting

CareerSource Tampa Bay

Feb 8, 2023 9:00 AM - 10:00 AM EST

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A. Next Youth Development Committee Meeting - May 8, 2023	

Pledge of Allegiance





Youth Development Committee Meeting

Minutes

CareerSource Tampa Bay

Nov 9, 2022 at 9:00 AM EST

Board Member Attendance

Present:

Members: Warren Brooks (remote), John Howell (remote), Jim Junecko (remote), Dr. Brian Mann (remote), Sophia West (remote)

Absent:

Members: Tom Aderhold, Thayne Swenson, Ocea Wynn, Mercedes Young

Staff Attendance

Present:

Members: Dr. Byron Clayton (remote), Sheila Doyle (remote), Leondra Foster (remote), Kay Jefferson (remote), Chad Kunerth (remote), Anna Munro (remote), Tammy Stahlgren (remote), Doug Tobin (remote), April Torregiante (remote), Michelle Zieziula (remote)

Board Liaison: Ken Jones (remote)

I. Call to order, Welcome and Roll Call (Presenters: Dr. Brian Mann)

Chair Dr. Mann called the meeting to order at 9:00 a.m. There was a quorum present. Dr. Mann welcomed new Board Members Sophia West from CS West & Associates, PA and Mercedes Young from Vivid Consulting Group LLC to the committee.

II. Pledge of Allegiance

Dr. Mann led the Pledge of Allegiance.

III. Public Comments

There were none.

IV. Action / Discussion Items

- A. Approval of Minutes - August 10, 2022 Youth Development Committee Meeting (Presenters: Dr. Brian Mann)

Motion:

To approve the Minutes of August 10, 2022 Youth Development Committee meeting

Motion moved by John Howell and motion seconded by Warren Brooks. Motion carried.

V. Information Items

A. Tampa Bay Summer Hires Update (Presenters: Leondra Foster)

Leondra Foster is the new Youth Program Director. Ms. Foster provided highlights from Tampa Bay Hires Programs.

- Penn Foster Program
 - Enrolled 14 Students and 6 Graduates.
 - Total Budget: \$40,000.
 - Total Projected Spending: \$8,800.
- Tampa Bay Hires Year-round Program
 - 257 Prescreens with 40 Enrollments.
 - 10 Youth Employments.
 - Average Wage Rate is \$14.50.
- ITA Update
 - Total Budget: \$208,500.
 - Total Projected Spending: \$91,724.
- Work Based Learning
 - Total Budget: \$170,000.
 - Total Projected spending: \$25,920.

B. Apprenticeship-to-Career Empowerment (ACE) Program Update (Presenters: Saleema Bennett)

Highlights:

- ACE 2.0 Updates:
 - 64 Participants seated in ACE 2.0.
 - 52 Participants successfully completed training.
 - 20 Completers have gone to work with an average wage of \$16.26.
 - 209 Certificates attained.
- ACE Year round program updates:
 - 12 participants have started ACE in October.
 - Currently enrolling for our November Cybersecurity and December Business Operation Classes.

C. Public Relations/Marketing (Youth Committee) Update (Presenters: Doug Tobin)

Highlights:

- Video Production Room is now active at CSTB location in North Florida.
- Completed Brand Ambassador Training.
- Career Clarity Pod will launch on December 6, 2022.
- Welcome Video for CareerSource Tampa has been completed.
- Top three performing social media posts targeting young adults:
 - 2022 Penn Foster Graduation.
 - Saleema Bennett, CSTB Director of Programs on being selected as a Mentor for the Nonprofit Leadership Center's Advancing Racial Equity on Nonprofit Boards (ARENB) Fellowship.
 - The Bullard Foundation event - 2022 Backpack Build Challenge event.

D. School Board Collaboration Update (Presenters: Dr. Byron Clayton)

Dr. Byron Clayton, SVP and Chief of Sector Partnerships, and Conchita Canty-Jones, Director of Student Engagement, have been meeting with HCPS board members and leadership to identify services to help connect more HCPS students to career development opportunities. These meetings have resulted in a data sharing agreement, quality jobs for the Summer Hires Program, Career Pathways Workshops, High Schools-to-pilot workshops, and Annual HCC workshop for HCPS counselors.

E. PY22-23 Strategic Metrics Dashboard Update (Presenters: Chad Kunerth)

High level overview of the Strategic Dashboard of the Youth Metrics were reviewed.

VI. Future Business

There was none.

VII. Adjournment

The meeting adjourned at 9:44 a.m.

Minutes prepared by Tammy Stahlgren, Administrative Services Coordinator.



Action Item

Approval of Youth Service Provider

Purpose:

To obtain approval to engage Junior Achievement 3DE as a provider of certain youth services and present JA 3DE contract for approval at the May 18th board meeting.

Overview:

CSTB's Procurement Policy and Procedures require purchases equal to or greater than \$250,000 be procured using formal procurement procedures, which can be competitive or non-competitive, and prior approval by CSTB's board of directors. In addition, as the procurement involves engagement of a Youth Service Provider, Youth Development Committee approval is also required.

Engagement of Junior Achievement:

CareerSource Tampa Bay is requesting approval to contract with Junior Achievement 3DE program. The term of the contract will be in-line with the 2023-2024 Hillsborough County School year. The contract will be funded by Welfare Transition (WT) funds at an amount not to exceed \$250,000. Funding will support the student population that meets TANF funding requirements for the school year 2023-2024. This would represent 60% or approximately 650 students enrolled in four 3DE high schools in Hillsborough County (Blake, Jefferson, Hillsborough and Chamberlain). Eligible students would participate in multiple events throughout the year.

WT funds will be used to support certain 3DE salaries for training teachers on the 3DE model, 3DE administrative staff salaries and workforce and career readiness components of 3DE. The funding will correlate to the student population who meet WT eligibility requirements. The WT student population will be garnered from the three 3DE high schools in Hillsborough County. WT Eligibility will be performed by CSTB.

JA 3DE

3DE program is a partnership between Junior Achievement and the Hillsborough County School District. It is offered for grades 9 to 12 and located within the 4 existing high schools in Hillsborough County. The 3DE program is built into a student's normal curriculum. Teachers and students must apply to be accepted to the program. There is a cap of 150 students by grade level.

3DE breaks free from the traditional classroom structure to bring real connectivity into the everyday academic experience. Through 3DE's competency-based methodology, student's master competencies for economic competitiveness, while increasing learning engagement and strengthening academic comprehension. 3DE operates as a school within a school that mirrors the school's student population. Through case methodology and the joint venture partnerships with the broader business community, 3DE increases student engagement and increases relevant connectivity through project-based application and integrates industry and post-secondary exploration through project-based designs.

Noncompetitive/Sole Source Procurement

As there are no other providers who can provide this unique educational model, the procurement is deemed sole source. This unique educational model is needed as it provides the WTP youth population the necessary tools for success. 3DE students are equipped to think independently, move strategically and work collaboratively, enabling them to transition and matriculate to meaningful post-secondary opportunities. And, provides equitable access to future career pathways as well as creates a space for students to build cognitive skills necessary to successfully navigate today's complex society.

In addition, by laddering core competencies year over year 3DE students solve business case challenges connected to the real world. Engage in facilitated learning that sets the foundation for a lifetime of discovery and growth. Learn to work independently and collaboratively to conceptualize, articulate solutions to complex challenges, develop and implement strategies to achieve objectives. Effectively, the 3DE student learns skills to successfully navigate and perform in a professional environment.

Refer to 2021/2022 Impact Report, attached, for performance data.

Recommendation:

Approval to engage Junior Achievement 3DE as a provider of WTP Youth services and present JA 3DE contract for approval at the May 18th board meeting.

LAUNCHED IN FOUR TAMPA BAY PUBLIC HIGH SCHOOLS IN AUGUST 2020, 3DE IS AN INNOVATIVE SCHOOL MODEL THAT AIMS TO RE-ENGINEER HIGH SCHOOL EDUCATION TO BE MORE RELEVANT, EXPERIENTIAL, AND AUTHENTICALLY CONNECTED TO THE COMPLEXITIES THAT EXIST BEYOND THE CLASSROOM WALLS.

The model operates as a full immersion school-within-a-school with the intention of benefiting both the students within 3DE as well as the broader campus. At 3DE schools learning is more reflective of the real-world by integrating relevant content with business case methodology, interdisciplinary pedagogy, entrepreneurial thinking, project/problem-based learning, and authentic workplace experiences.



"3DE has helped me by stretching my communication skills and preparing me for good jobs in the real world and helping me to expand my social skills. I am very grateful for 3DE."

3DE STUDENT

3DE STUDENTS ENGAGE

-20.5%

FEWER CASES OF CHRONIC ABSENTEEISM

Measured as number of students with 10%+ absences through the year as compared to host high school peers, indicating increasing levels of student engagement and learning.

-44.5%

FEWER CASES OF STUDENTS WITH IN/OUT-OF-SCHOOL SUSPENSION

In Hillsborough County, compared to non-3DE peers.

100%

COMPETENCY MASTERY

Based on 3DE's Competency Rubric for 9th-12th grade progression

3DE STUDENTS EXCEL

84.6%

OUTPERFORMANCE ON STATE ASSESSMENTS

Outperformance in 11 of 13 grade-level state assessments for ELA, Reading, Math, and Science.

72.5%

MORE STUDENTS DEMONSTRATING READING PROFICIENCY

Based on State Standardized Assessments for English 9 & English 10 and averaged across schools.

27.2%

MORE STUDENTS DEMONSTRATING MATH PROFICIENCY

Based on State Standardized Assessments for Algebra I & Geometry and averaged across schools.

1761

STUDENTS ENROLLED ACROSS 4 SCHOOLS (as of Fall 2022)

84

TEACHERS AS PART OF INTERDISCIPLINARY FACULTY (as of Fall 2022)

394

LOCAL BUSINESS PROFESSIONALS ENGAGED AS VOLUNTEERS (as of Fall 2022)

2,114

HOURS OF VOLUNTEER SERVICE WITH 3DE STUDENTS (as of Fall 2022)

3DE SCHOOLS

HILLSBOROUGH COUNTY PUBLIC SCHOOLS:

Chamberlain High School
Hillsborough High School

PINELLAS COUNTY SCHOOLS:

St. Petersburg High School
Dunedin High School
Gibbs High School

POLK COUNTY SCHOOLS:

Tenoroc High School

EXPANSION SCHOOLS (FALL 2023):

Jefferson High School (Hillsborough County)
Blake High School (Hillsborough County)
Lakewood High School (Pinellas County)

“

The experiences with business professionals helped guide my decision in becoming an entrepreneur. I get to engage in real-world problem solving which teaches me about the customers' perspectives. Now, I am able to confidently present ideas, communicate with teachers, and problem solve with my peers.

KENYON, 3DE STUDENT CLASS OF 2020
ST. PETERSBURG HIGH SCHOOL

“

3DE provides here-and-now learning and here and now opportunities that students can put into practice.

DARLENE LEBO, PRINCIPAL
ST. PETERSBURG HIGH SCHOOL

“

[3DE] 's a great way to be able to get our kids to be actively engaged and have a different, interdisciplinary pedagogy with relevant content for students to everyday."

8
ADDISON, SUPERINTENDENT
HILLSBOROUGH COUNTY PUBLIC SCHOOLS

RE-ENGINEERING HIGH SCHOOL EDUCATION TO EXPAND ECONOMIC OPPORTUNITY FOR ALL STUDENTS.

3DE is positioning students for economic opportunity and choice-filled lives by ensuring students are graduating with the skills, mindsets, and behaviors to be competitive in a rapidly changing economy.

3DE STUDENT OUTCOMES

3DE schools foster a culture of learning and achievement through instruction designed to build mastery in essential competencies.

-25%

REDUCED CHRONIC ABSENTEEISM

25.1% fewer chronically absent students (10%+ absences yr.) compared to non-3DE cohorts.

69%

HIGHER MATH PROFICIENCY

69.3% more students demonstrate proficiency on state assessments in Algebra I & Geometry.

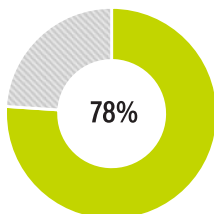
67%

HIGHER READING PROFICIENCY

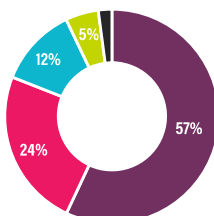
67.6% more students demonstrate reading proficiency on state assessments in 9th-11th ELA.

8,750 STUDENTS ENROLLED

FREE/REDUCED LUNCH



RACE/ETHNICITY



3DE INSTRUCTIONAL DESIGN

ANCHORED IN INTERDISCIPLINARY CASE METHODOLOGY

Integrates relevant, experiential, applied learning across the core academic subjects (Math, Science, ELA, Social Studies).

POSITIONING STUDENTS FOR CHOICE-FILLED LIVES

Instructional framework develops competencies through iterative practice that provides all students the opportunity to build the skills and mindset to lead their futures.

ACTIVATED BY AUTHENTIC CAREER CONNECTIONS

Authentic activation of learning through scalable career-connected partner engagements across 9th-12th Grade.

3DE IMPLEMENTATION

28 3DE SCHOOLS

400+

3DE EDUCATORS

More than 400 educators are trained and supported to integrate 3DE.

100+

INDUSTRY PARTNERS

More than 100 industry partners engage in supporting the instruction of 3DE by participating in

9

3DE GRADUATES



97%

GRADUATION RATE

97.3% four-year cohort graduation rate among all 3DE schools.

3DE CLASS OF 2022 GRADUATION RATE

3DE CLASS OF '22	97.3%
NON-3DE CLASS OF '22	75.9%

+33%

INCREASE IN GRADUATION

33.6% increase compared to 2018 rates for Title I Schools in 3DE portfolio.

3DE ALUM



56%

HIGHER COLLEGE ENROLLMENT

56.4% higher rates of college enrollment compared to Class of 2018 rates for Title I Schools in 3DE portfolio.

IMMEDIATE ENROLLMENT

VP Report – Youth Development

Tampa Bay Hires Transformation

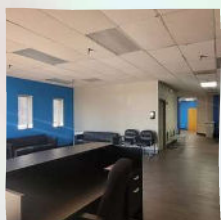
Tampa Bay Hires
Enhancing for
more robust year
round offerings



Tampa Bay
Summer Hires
Application
launch on
2/01/23



New Youth Area
A more youth-
accessible and
focused space



New Youth Area at N. Florida

Room 103 at the N.
Florida Center is being
transformed into our new
youth hub!

Accessible, friendly, fun!

Having an accessible,
youth-friendly space
allows for connection,
collaboration, and positive
growth and change.



ACE Employer Round-up

SEARCHING FOR EMPLOYERS AND
BUSINESSES IN THE TRADES
INDUSTRY WHO ARE INTERESTED IN
PARTICIPATING IN ACE AND HOSTING
PAID WORK EXPERIENCE/INTERNSHIP
OPPORTUNITIES FOR YOUNG PEOPLE!

On the Horizon



- WIOA Youth PWE Cohort 2/13
- Beginning stages of discussing creation of a Youth Collaborative in partnership with OSO
- Support of the Junior Achievement of Tampa Bay 3DE High School Program
- Hosting CDC of Tampa's 19th Annual Suit Up and Show Up Leadership Retreat for Young Men, ages 16-24, 2/24 @ N. Florida from 9a-2p

2023



tampa bay  hires

PROGRAM UPDATES

Meet Shawn

Celebrating Success



Shawn Simon is a 23 year old young man who was looking for an opportunity to develop a skillset and a career.

He came to the Tampa Bay Hires program and was introduced to our staff. After consideration; he decided to partner with the team and an employer and participate in our Paid Work Experience program.

Shawn was placed with KatPro Technologies, Inc. as a Cloud Administration Intern earning \$15.00 per hour.

He worked hard and utilized the workplace and life skills that he learned through our program and launched his career.

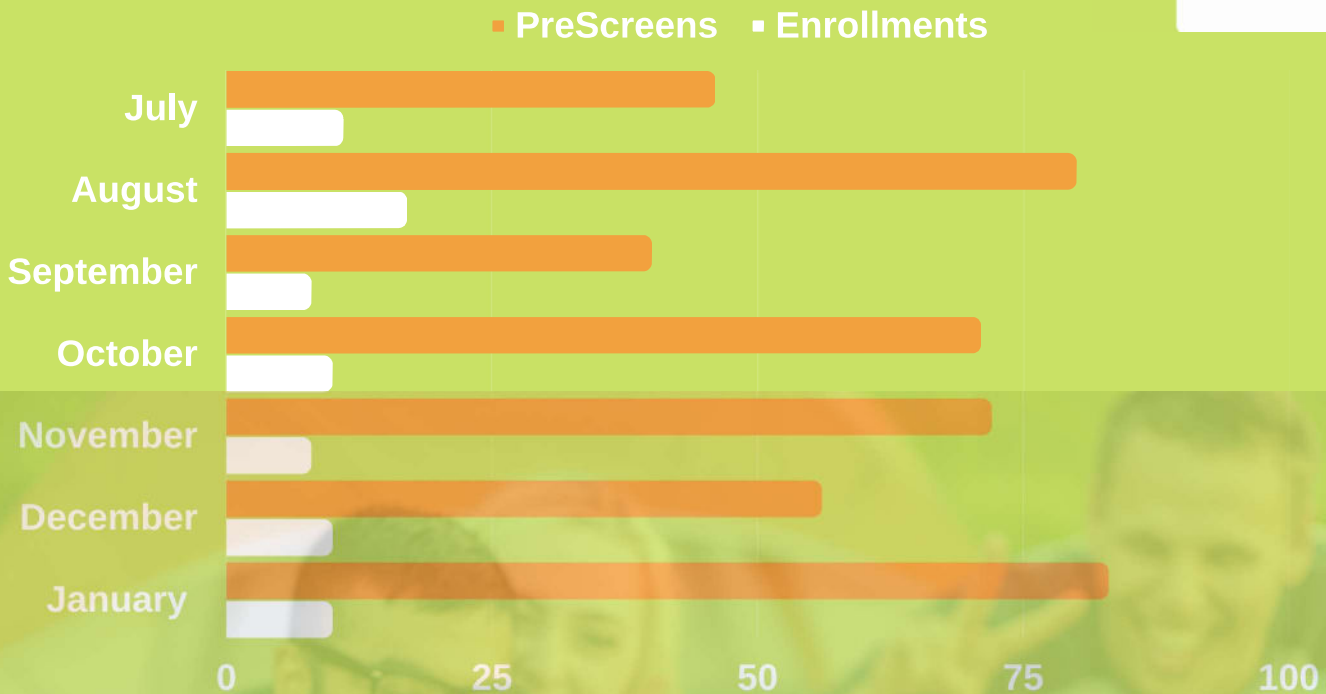
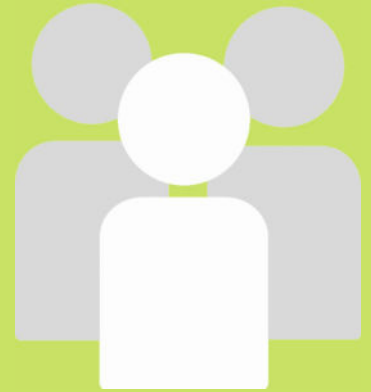
"I love that CareerSource is always here to support me even if I come from a financially or physically disadvantaged background. It also doesn't matter to CareerSource whether we are in a recession or not, the people who work there are always there for you to help you get a job no matter what.

Shawn is still working KatPro and on his way to a permanent position in an industry with a mentor! He is working with the company through and OJT and excited for what the future holds!



TBH YEAR AROUND

There youth department has had in total of 493 prescreens with 71 total enrollments to date.



Caseload Size
= 148

Potential Enrollments:
53



Youth
Employments = 16



Entered
Employment Rate =
72.73%

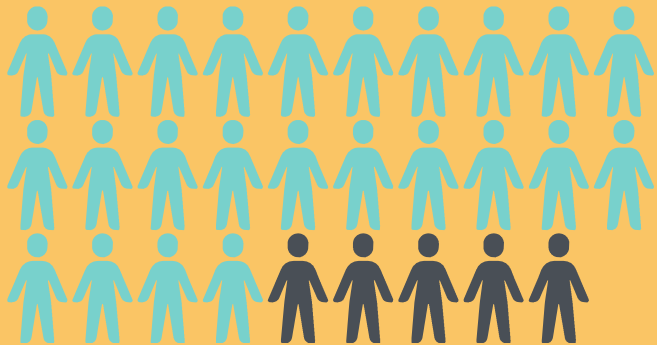


Youth Entered Post
Secondary = 16



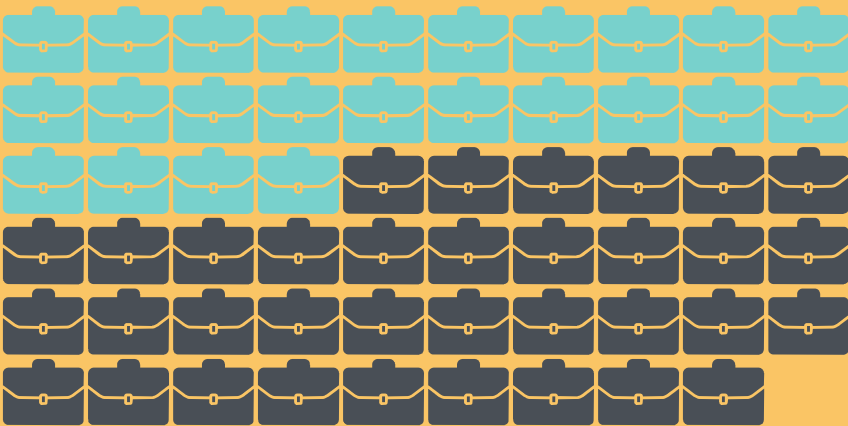
ITA UPDATE

Total Budget: \$ 208, 500
Total Projected Spending: \$182,568



WORK BASED LEARNING

TOTAL BUDGET: \$170,000
PROJECTED: 69, 359



PENN FOSTER

TOTAL BUDGET: \$40,000
PROJECTED: \$20,000



New Partners

Safe & Sound
Tampa Housing Authority - Youth Build

summer tampa bay hires

DIVING DEEP

Finding You
FIND IT. SEIZE IT. BE IT.
2023

Tampa Bay Summer Hires has program officially launched on February 1, 2023.

The application is now open and enrolling.

The employer application will launch March 1, 2023.

TBSH



summer tampa bay hires

Now enrolling for the summer 2023

Youth Application

Enrich your summer by investing in yourself and your professional development. CareerSource Tampa Bay believes you have what it takes to equip, enrich, and empower your career through coaching, internships and leadership training.

Tampa Bay Hires, in collaboration with the community, is proud to announce the opening of the Tampa Bay SUMMER Hires program application. The application for the program will open to the public January 31st, 2023.

Since the launch of our program, we have served more than 2,500 youth with 130 employers participating in the program.

If you would like more information about the program, please contact us at TBSHyouth@careersourcectb.com or call us at (813) 397-2028

Enroll Now

TBSH 2023 Flyer

EMPLOYER INFORMATION

Our Vision –The CareerSource Tampa Bay Summer Youth Employment Program, branded Tampa Bay Summer Hires provides a unique opportunity for career exploration to youth in Hillsborough County. Summer youth employment programs instill the young adults of tomorrow with critical essential skills that all employers need. The Tampa Bay Summer Hires program introduces youth to the world of work and exposed them to new experiences, ideas, and potential career paths for the future through hands-on, real-world work experience through paid work experience positions in-demand occupations or targeted industries.

The program design was a vision created by CareerSource Tampa Bay (CSTB) that was met with the full support of the CSTB Board of Directors and the Hillsborough County Board of County Commissioners, a inaugural program year was 2019.

Unemployment rates for youth in the age range of 16 – 15 usually run above 13-14%. Our Tampa Bay Summer Hires program prepares Hillsborough County youth to be work-ready by exposing them to opportunity occupations, established a future talent pipeline, and assisted with reducing the skills gap shortage. With a focused emphasis on CSTB's core vision, Talent Meets Opportunity. Our TBSH program is equipping the future talent pipeline for Hillsborough County employers.



Information Item

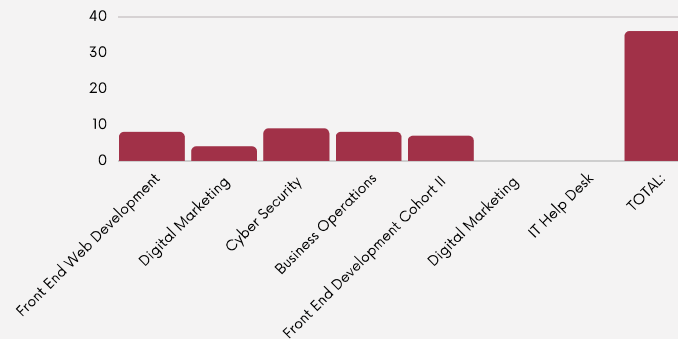
**The following page provides the Apprenticeship to Career
Employment Update**

APPRENTICESHIP TO CAREER EMPOWERMENT

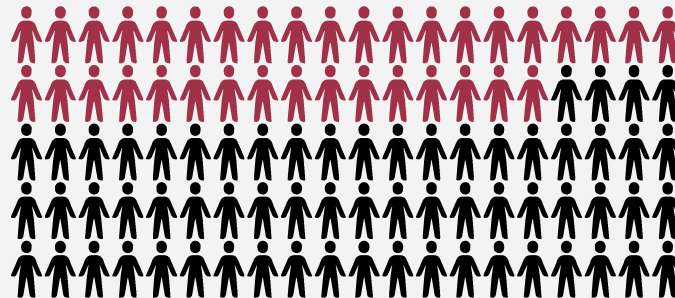
ACE UPDATES

On October 19, we resumed ACE with Front End Development Class with 8 participants. On 10/27, we hosted our Digital Marketing class with 4 participants. In November 2022, we hosted the Cyber Security with 9 participants. In January 2023, we sat 15 participants between Front End Web Development Cohort II and Business Operations Specialists classes. To date, 20 Measurable Skills have been gained and 22 Certificates attained. From ACE 2.0, 36% of Completers have gone to work with an average wage of \$16.22

ACE PARTICIPANT INFORMATION



YOUNG ADULTS SERVED



EMPLOYER PARTNERS

Above Promotions, LLC
 CareerSource Tampa Bay
 Computer Coach
 E-Notary Log, LLC
 Etairos Health
 Ferguson Legal, PLLC
 Global Solutions Enterprise
 Katpro Technology, Inc.
 Lex Dock
 Ministry Event Marketing
 Paragon Cyber Solutions
 PeopleGuru
 Prymel Elements
 Visions of Destiny

 Holland Family Services, Inc.
 Interactive Health Alliance
 JJ Taylor Companies
 Karami Consulting, LLC
 Lead Titans, LLC
 On Point IT Solutions
 Positive Spin
 Tampa Museum of Art
 The Mainframe
 VG IT Services
 We Think Marketing Group, Inc.



Information Item

ACE Program PR/Marketing Report (1st 2nd Quarters)

Updated January 18, 2023

Marketing Tasks

The following is a report on the tasks assigned to the CSTB Marketing Public Relations and Marketing Team during the period of July 1, 2022, to January 18, 2023. This resulted in 530 total minutes of work time to produce collateral and provide marketing support.

OUTREACH TASKS COMPLETED IN PY 2022-23 (ACE PROGRAM SUPPORT)				
22-0614	Anna Email regarding ACE	11.14.2022	Doug updated email and sent out Constant Contact email	60
22-0524	ACE Social Media push	10.21.2022	Carla sent out email push	60
22-0472	ACE Webpage Broken Link	10.12.2022	See email SJ 11.15.22 page has been updated and notified the requester	15
22-0253	Marketing Support	10.11.2022	Reach out to Luna regarding ACE Intern computer	20
22-0457	Constant Contact: ACE	10.07.2022	SJ 10.10.22 created the constant contact email ready for DT to use or edit when he wants. I also sent an email. DT on 10/10 asked Chad for email blast list. Sj 10.10.22 list attached to email blast	60
22-0442	Website Update: ACE program page	10.06.2022	Made changes to website	
22-0441	Flyer Update: ACE Program Year 3	10.06.2022	Produced Flyer	
22-0349	Press Release: ACE 3.0	10.06.2022	Good quote from John at 9:15 am on Executive Committee Meeting on 9/15/22. 10.6.22 DT sent draft to leadership team.	60
22-0224	Marketing Intern - ACE	08.10.2022		
21-1645	Web Update: ACE webpage - add success stories	07.05.2022	SJ 7.6.22 page updated with success stories and i emailed don after 1 small change, so JC made the change and sent to DS for approval. DS approved with 1 minor change, so JC made the change before scheduling it to go out on 6.30 at 3:30PM.	20
21-1637	Email Blast: ACE Digital Marketing Classes	06.29.2022	and add "Available" to header. Delete "learn more" button Bring \$15/hr to top of page. JC made edits and sent to DT for approval. DT approved and DS gave start date, so JC made final edits and scheduled to be sent out on 3PM on 6.27 with a resend at the same time 3 days later.	20
21-1616	ACE Constant Contact Email: Digital Marketing and Business Project Specialist	06.27.2022	Sent to DT, Saleema, and Don to approve on 01.11.2023	30
22-0798	Constant Contact Email Blast: ACE Classes 2023	01.05.2023	Sj 1.06.23 updates made and returned to requester	60
22-0793	ACE Front Software Dev. Flyer Update	01.05.2023	updated and informed requestor	25
22-0785	ACE Flyer Updates	01.03.2023		30
22-0600	Social Media Post: 2022 National Apprenticeship Week			60
22-0258	Request for ACE powerpoint			10
				530

ACE WEBSITE:

Total Pageviews from (July 1, 2022, to January 18, 2023) to the Ace webpage


<http://www.careersourcetampabay.com/ace/> included:

1,592 Page Views or 1.18% of all CSTB pageviews

2:05 Average time on the webpage

SOCIAL MEDIA CAMPAIGNS:

CSTB's Marketing Team produced 22 Social Media posts on all of our platforms including: Twitter, Instagram, Facebook, among other. The posts produced a total of 3,343 impressions, with a reach of 6,945 and 227 engagements with the posts. Below are the posts that were produced:

 CareerSource Tampa Bay
Fri 11/18/2022 11:42 am EST

Learn about opportunities in Tampa available through our ACE Program at <https://lnkd.in/eAjC--7b> this #nationalapprenticeshipweek! The program is designed to connect young adults to employers, with a focus on skill development.

A

Impressions	222
Engagements	9
Engagement Rate (per Impression)	3.6%

 CareerSource Tampa Bay
Mon 11/14/2022 3:24 pm EST

It's #NationalApprenticeshipWeek! Learn more about apprenticeships available through our Apprenticeship-to-Career Empowerment...

IT'S NATIONAL APPRENTICESHIP WEEK!
NOVEMBER 14-18, 2022



Enroll for upcoming apprenticeships at [#NAW2022](#)

Impressions	325
Engagements	21
Engagement Rate (per Impression)	6.5%

 Tampa Bay Hires
Mon 11/14/2022 3:24 pm EST

It's #NationalApprenticeshipWeek! Learn more about apprenticeships available through our Apprenticeship-to-Career Empowerment...

IT'S NATIONAL APPRENTICESHIP WEEK!
NOVEMBER 14-18, 2022



Enroll for upcoming apprenticeships at [#NAW2022](#)

Impressions	16
Engagements	1
Engagement Rate (per Impression)	6.3%

 Tampa Bay Hires
Mon 11/14/2022 3:23 pm EST

It's #NationalApprenticeshipWeek! Learn more about apprenticeships available through our Apprenticeship-to-Career Empowerment...

IT'S NATIONAL APPRENTICESHIP WEEK!
NOVEMBER 14-18, 2022



Enroll for upcoming apprenticeships at [#NAW2022](#)

Impressions	6
Reach	6
Engagements	0
Engagement Rate (per Impression)	0%

 CareerSource Tampa Bay
Mon 11/14/2022 3:23 pm EST

It's #NationalApprenticeshipWeek! Learn more about apprenticeships available through our Apprenticeship-to-Career Empowerment...

IT'S NATIONAL APPRENTICESHIP WEEK!
NOVEMBER 14-18, 2022



Enroll for upcoming apprenticeships at [#NAW2022](#)

Impressions	56
Reach	53
Engagements	1
Engagement Rate (per Impression)	1.8%

 @CareerSourceTB
Mon 11/14/2022 3:20 pm EST

It's #NationalApprenticeshipWeek! Learn more about apprenticeships available through our Apprenticeship-to-Career Empowerment...

IT'S NATIONAL APPRENTICESHIP WEEK!
NOVEMBER 14-18, 2022



Enroll for upcoming apprenticeships at www.CareerSourceTB.com/ACE [#NAW2022](#)


Impressions	29
Potential Reach	1,819
Engagements	3
Engagement Rate (per Impression)	10.3%

<p>T tampabayhires Mon 11/14/2022 2:23 pm EST</p> <p>Impressions 9</p> <p>Reach 9</p> <p>Comments 0</p> <p>Story Taps Back 0</p>	<p>C careersourcetampabay Mon 11/14/2022 2:23 pm EST</p> <p>Impressions 60</p> <p>Reach 60</p> <p>Comments 0</p> <p>Story Taps Back 0</p>	<p> tampabayhires Mon 11/14/2022 2:23 pm EST</p> <p>It's #NationalApprenticeshipWeek! Learn more about apprenticeships available through our Apprenticeship-to-Career Empowerment...</p> <p>Impressions 28</p> <p>Reach 26</p> <p>Engagements 6</p> <p>Engagement Rate (per Impression) 21.4%</p>	<p> careersourcetampabay Mon 11/14/2022 2:23 pm EST</p> <p>It's #NationalApprenticeshipWeek! Learn more about apprenticeships available through our Apprenticeship-to-Career Empowerment...</p> <p>Impressions 94</p> <p>Reach 73</p> <p>Engagements 11</p> <p>Engagement Rate (per Impression) 11.7%</p>
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<p> CareerSource Tampa Bay Thu 11/3/2022 11:54 am EDT</p> <p>If you're 18-29 years old and looking for hands-on career training, enroll for our upcoming ACE apprenticeship opportunities!...</p> <p>Impressions 181</p> <p>Reach 180</p> <p>Engagements 8</p> <p>Engagement Rate (per Impression) 4.4%</p>	<p> careersourcetampabay Thu 11/3/2022 11:51 am EDT</p> <p>If you're 18-29 years old and looking for hands-on career training, enroll for our upcoming ACE apprenticeship opportunities!...</p> <p>Impressions 95</p> <p>Reach 82</p> <p>Engagements 12</p> <p>Engagement Rate (per Impression) 12.6%</p>	<p> CareerSource Tampa Bay Thu 11/3/2022 11:50 am EDT</p> <p>If you're 18-29 years old and looking for hands-on career training, enroll for our upcoming ACE apprenticeship opportunities!...</p> <p>Impressions 458</p> <p>Engagements 32</p> <p>Engagement Rate (per Impression) 7%</p>	<p> @CareerSourceTB Thu 11/3/2022 11:48 am EDT</p> <p>If you're 18-29 years old and looking for hands-on career training, enroll for our upcoming ACE apprenticeship opportunities!...</p> <p>Impressions 39</p> <p>Potential Reach 1,825</p> <p>Engagements 1</p> <p>Engagement Rate (per Impression) 2.6%</p>
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Tampa Bay Hires
Fri 10/28/2022 4:24 pm EDT

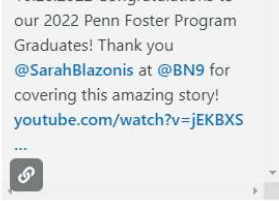
CONGRATULATIONS to our 2022 Penn Foster High School graduates! We wish you the best on the rest of your journeys! These graduates...



Impressions	114
Engagements	13
Engagement Rate (per Impression)	11.4%

@CareerSourceTB
Fri 10/28/2022 11:43 am EDT


CSTB IN THE NEWS: 2022 Penn Foster Graduation on 10.26.2022 Congratulations to our 2022 Penn Foster Program Graduates! Thank you @SarahBlazonis at @BN9 for covering this amazing story! youtube.com/watch?v=jEKBXS



Post Link Clicks	0
Impressions	71
Potential Reach	1,855
Engagements	6
Engagement Rate (per Impression)	8.5%

CareerSource Tampa Bay
Fri 10/28/2022 11:36 am EDT

CONGRATULATIONS to our 2022 Penn Foster High School graduates! We wish you the best on the rest of your journeys! These graduates...



Impressions	2,111
Engagements	464
Engagement Rate (per Impression)	22%

tampabayhires
Fri 10/28/2022 11:30 am EDT


careersourcetampabay



Impressions	14
Reach	14
Comments	0
Story Taps Back	0

careersourcetampabay
Fri 10/28/2022 11:29 am EDT

Congratulations to the 2022 Penn Foster High School graduates! 🎓 These graduates revived their high school diplomas online though our...



Impressions	235
Reach	178
Engagements	29
Engagement Rate (per Impression)	12.3%

careersourcetampabay
Fri 10/28/2022 11:23 am EDT


tampabayhires



Impressions	65
Reach	64
Comments	0
Story Taps Back	2

tampabayhires
Fri 10/28/2022 11:22 am EDT

CONGRATULATIONS to the 2022 Penn Foster High School graduates! 🎓 We wish you the absolute best for the rest of your journey!...



Impressions	65
Reach	51
Engagements	5
Engagement Rate (per Impression)	7.7%



CareerSource Tampa Bay

Fri 10/28/2022 10:51 am EDT



Impressions	395
Reach	393
Engagements	82
Engagement Rate (per Impression)	20.8%



For 8 weeks, young adults can get paid \$15 per hour to learn one of the most sought-after skills in the marketing industry. Classes...



Impressions	90
Reach	78
Engagements	4
Engagement Rate (per Impression)	4.4%



CareerSource Tampa Bay

Fri 7/1/2022 2:00 pm EDT

For 8 weeks, young adults can get paid \$15 per hour to learn one of the most sought-after skills in the marketing industry. Classes...



Impressions	638
Engagements	49
Engagement Rate (per Impression)	7.5%



@CareerSourceTB

Fri 7/1/2022 2:00 pm EDT

For 8 weeks, young adults can get paid \$15 per hour to learn one of the most sought-after skills in the marketing industry. Classes...



Impressions	69
Potential Reach	1,833
Engagements	2
Engagement Rate (per Impression)	2.9%



CareerSource Tampa Bay





Fri 7/1/2022 2:00 pm EDT

For 8 weeks, young adults can get paid \$15 per hour to learn one of the most sought-after skills in the marketing industry. Classes...



Impressions	168
Reach	152
Engagements	14
Engagement Rate (per Impression)	8.3%



<p>CareerSource Tampa Bay Tue 8/30/2022 9:48 am EDT</p> <p>2022 Youth Workforce Excellence Awar...</p>  <p>Post Link Clicks 1</p> <p>Impressions 75</p> <p>Reach 67</p> <p>Engagements 2</p> <p>Engagement Rate (per Impression) 2.7%</p>	<p>@JohnFlanagan813 Wed 8/24/2022 4:32 pm EDT</p> <p>Congratulations to all of our 2022 Youth Workforce Excellence Award recipients! It was an honor to celebrate our young adults and...</p>  <p>Impressions 14</p> <p>Potential Reach 7</p> <p>Engagements 3</p> <p>Engagement Rate (per Impression) 21.4%</p>	<p>CareerSource Tampa Bay Wed 8/24/2022 4:17 pm EDT</p>  <p>Impressions 865</p> <p>Reach 797</p> <p>Engagements 34</p> <p>Engagement Rate (per Impression) 3.9%</p>	<p>CareerSource Tampa Bay Wed 8/24/2022 4:00 pm EDT</p> <p>Congratulations to all of the 2022 Youth Workforce Award Recipients, program participants, and employers! We are so prou...</p>  <p>Impressions 162</p> <p>Reach 143</p> <p>Engagements 15</p> <p>Engagement Rate (per Impression) 9.3%</p>
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SOCIAL MEDIA CAMPAIGNS FOR 'ACE' PROGRAM			
Campaign	Impressions	Reach	Engagements
07.01.2022	168	152	14
07.01.2022	69	1,833	2
07.01.2022	638		49
07.01.2022	90	78	4
10.02.2022	395	393	82
10.28.2022	65	51	5
10.28.2022	65	64	
10.28.2022	235	178	29
11.03.2022	39	1,825	1
11.03.2022	458	32	
11.03.2022	95	82	12
11.03.2022	181	180	8
11.14.2022	94	73	11
11.14.2022	28	26	6
11.14.2022	60	60	0
11.14.2022	9	9	0
11.14.2022	29	1,819	3
11.14.2022	56	53	1
11.14.2022	6	6	0
11.14.2022	16	1	0
11.14.2022	325	21	0
11.18.2022	222	9	
TOTALS	3343	6945	227

EMAIL CAMPAIGNS:

In PY 22/23 CSTB completed seven email (Constant Contact) campaigns that featured the ACE program. There were a total of seven email campaigns resulting in 12,836 emails sent, with 5,143 opens, resulting in 265 clicks. Below is a summary of the campaigns.

CONSTANT CONTACT EMAIL CAMPAIGNS FOR 'ACE' PROGRAM			
Campaign	SENDS	Opens	CLICKS
01.11.2023	<u>2,012</u>	1,008	54
11.14.2022	<u>6,544</u>	2,854	115
10.07.2022	<u>401</u>	49	1
08.18.2022	<u>4</u>	2	0
07.30.2022	<u>5,446</u>	1,153	91
08.19.2022	42	21	3
07.28.2022	399	56	1
TOTALS	12,836	5,143	265



ACE Program Jan. 2023 Classes 22-0798

Sent Email • Sent Jan 11, 2023 at 9:41am EST

2,012 sends • 1,008 (51%) opens • 54 (3%) clicks • 54 (3%) bounces • 3 (1%) unsubscribes

<https://conta.cc/3ZsRE6U>

ACE Now Enrolling for January 2023 Classes

Start your career by earning a credential(s) in as little as 12 weeks while building your resume and earning \$15/hr in paid work experience!

UPCOMING CLASSES

Business Project Specialist
Start Date: January 20th, 2023

Front-End Web Development
Start Date: January 24th, 2023

[Start Application Now!](#)

ACE PRE-SCREEN APPLICATION

To start the registration and enrollment process for the ACE Training program, applicants will need to fully complete the **ACE registration and prescreen** below. Once completed, you will be assigned to an ACE Coach who will contact you about your next steps within two (2) business days. The ACE program is based on eligibility and staff will work with each applicant to go through the application and eligibility determination. If you do not see an email in your inbox, please be sure to check your spam/junk folders.



ACE Program Fall Classes 22-0457

Sent Email • Sent Nov 14, 2022 at 2:11pm EST

6,544 sends • 2,854 (46%) opens • 115 (2%) clicks • 337 (5%) bounces • 11 (1%) unsubscribes

<https://conta.cc/3ExmP9c>

CareerSource Tampa Bay & Hillsborough County Announces ACE Program Fall Classes

Program increases age requirements to 18 to 29 years old

CareerSource Tampa Bay (CSTB) is excited to announce a continued partnership with the Hillsborough Board of County Commissioners (BOCC) to implement the **Apprenticeship-to-Career Empowerment Program (ACE)**, set to launch its third year in October 2022.





Press release- ACE Fall Classes 2022

Sent Email • Sent Oct 7, 2022 at 10:25am EST

401 sends • 49 (18%) opens • 1 (1%) click • 132 (33%) bounces • 1 (1%) unsubscribe

<https://conta.cc/3fFmKG0>

Press Release



FOR IMMEDIATE RELEASE

October 7, 2022

Media Contact: Doug Tobin

TobinD@CareerSourceTampaBay.com / (813) 397-2054

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2022 Youth Workforce Excellence Awards Celebration Invitation... Employers

Sent Email • Sent Aug 18, 2022 at 12:37pm EST

4 sends • 2 (50%) opens • 0 (0%) clicks • 0 (0%) bounces • 0 (0%) unsubscribes

<https://conta.cc/3w9UWPu>



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Sent Email • Sent Aug 19, 2022 at 10:09am EST

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<https://conta.cc/3QPZSAQ>

tampa bay  hires

WE INVITE YOU TO
ATTEND THE

**2022 YOUTH
WORKFORCE
EXCELLENCE
AWARDS**

6:00 PM - 7:30 PM

HILLSBOROUGH COMMUNITY COLLEGE (HCC)
YBOR ROOM
YBOR BUILDING AT 2001 N. 14TH STREET,
TAMPA, FL 33605

**TUESDAY,
AUGUST 23
2022**

Dear ACE Program Employer,

CareerSource Tampa Bay and Hillsborough County Commissioner Gwen Myers invite you to attend the "2022 Youth Workforce Excellence Awards Celebration," taking place on Tuesday, August 23, 2022. CareerSource Tampa Bay will be presenting awards to well-deserving young adults and employers. We wanted to take the time and acknowledge the employers/worksites that have gone above and beyond to provide a thriving and enriched work experience to their young adults.



21-144 ACE Program

Sent Email • Sent Jul 30, 2021 at 2:48pm EST

5,446 sends • 1,153 (22%) opens • 91 (2%) clicks • 203 (4%) bounces • 20 (1%) unsubscribes

<https://conta.cc/3j2D1mx>



YOUNG TALENT

CSTB Programs for Young Adults Ages 16-24

Apprenticeship-to-Career Empowerment (ACE) Program

Starting August 2021: **Now taking enrollments!**

Kick-Start your career by earning a credential in as little as 12 weeks while building your resume earning \$15/hr in a paid work experience. This program offers tuition assistance and a paid work experience with a Hillsborough County employer. Industries will include IT, Healthcare, Manufacturing, and Finance.

- **Digital Marketing**
- **Cyber Security**
- **Front End or Software Development**
- **Business Operations Specialist**



21-1616 ACE Digital Marketing and Business Project Specialist 2

Draft Email • Created Jul 5, 2022 at 12:38pm EST



ACE 2.0 Program Enrolling for
**Business Project Specialist
Apprenticeship Available**

Classes Start
July 5th

CareerSource Tampa Bay and the **ACE Program** are happy to announce that the **ACE program has seating for their upcoming class for Business Project Specialist** or experts. Kick-Start your career by earning a credential in as little as 12 weeks while building your resume earning **\$15/hr** in a paid work experience. Seating is limited and customers will be served first come, first served. ACE participants go to school 2 days a week and then work at a Hillsborough worksite for the other 3 days of the week to practice hands-on training. Training and work will run for 8 weeks. Computer Coach is the ACE training partner.



Press release-Work-Based Program Info Session

Sent Email • Sent Jul 28, 2022 at 4:35pm EST

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<https://conta.cc/3zhy5Cd>

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~ Meeting will help connect employers in Hillsborough County to work-based learning opportunities ~

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Employers from every industry are invited to learn about these opportunities to help their businesses grow. CSTB has the following programs and services available:

- **On-the-Job Training** – with a focus to help improve retention and upskill our workforce, CSTB reimburses 50 to 75 percent of new employees' salaries for up to six months.
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 - CSTB will be the employer of record and compensate the intern at a pay rate of \$13 per hour.
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Information Item

HCPS School Board and Leadership Update

Dr. Byron Clayton, SVP and Chief of Sector Partnerships, Conchita Canty-Jones, Director of Student Engagement and Dr. Ornette Constantine, Coordinator of Youth Department are developing a Career Pathway Workshop for Hillsborough County Public Schools (HCPS) students and the Department of Juvenile Justice Department's youth under Dr. Clayton's leadership. The team is excited about bringing this level of career awareness to the youth in the community with a focus of HCPS and DJJ student population as the first target population. The workshops will increase the awareness of career pathways for HCPS' youth and these workshops will provide CSTB accessibility to over 10,000 youth. Please see the highlights of HCPS updates and other department connections:

- ❑ Terry Conner, HCPS Deputy Superintendent/CAO, Academic Services (met to support the roll out of the vision--Career Pathway Workshops and additional future partnership opportunities).
- ❑ Jazheel Lenegar-Brown, HCPS Executive Director, Instructional Support (met to support piloting the program in April with the youth in the AVID Program).
- ❑ Dr. Thomas Weeks – HCPS Chief Information Officer (CSTB received Data Agreement to review for CSTB approval. The team is working on the final revisions).

- ❑ Henry “Shake” Washington – School Board Member (Followed up to support selection of schools in District 5)
- ❑ Elvin Martinez, VP of Corporate Engagement of Bays (met to review supporting the DJJ population under the Bays’ program)
- ❑ Juvenile Justice Circuit 13 (Presentation of the Board and Dr. Eric Hall, DJJ State Secretary)
- ❑ “Think Tank” Presentation to the Community Agencies who serves in school and out of school youth including their parents or guardian. This is final phase of completing the project of the Think Tank and the presentation will include the analytical of the raw data developed by USF Interns.

The outcomes of the meetings are supporting the CSTB objective of increasing engagement with youth of HCPS and youth within the community.

Our next actable steps are the following:

- ❑ Conducting a showcase of the new Career Pathway Workshop to HCPS Leadership team for feedback
- ❑ Piloting the Career Pathway Workshop in two schools by April 2023
- ❑ Data sharing agreement – Continuing to update and finalizing the needs of data for CSTB.
- ❑ Creating the Job Quality Workshop (Ongoing)
- ❑ Career Pathways Workshops – providing recommendations of dates for all seniors and juniors in HCPS high schools for 2023-2024
- ❑ Work with the HCPS principals to provide onsite application support with high school students for Summer Hires application – focus on schools that the youth

CSTB's team demonstrated success from last year and add schools of high participation of youth who participated in the Summer Hires last year.

- ❑ Continue planning with HCC to provide the Job Quality workshop to reach a wider span.

Our team will continue to support youth in understanding their career pathway and increase the awareness of connecting the services of CSTB.



Information Item

PY22-23 Strategic Metrics 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 PY22-23 Strategic Metrics 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.

Dashboard Data Dictionary

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 7/1/2022 and 06/30/2023.

WP Enrolled- Count of distinct customers that are assigned to Region 15 and are enrolled in the Wagner-Peyser program with a participation date between 7/1/2022 and 06/30/2023.

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.

Placements- Distinct count of customers assigned to Region 15 that had an activity code between 750 and 883 with an actual date between 7/1/2022 and 6/30/2023, a job placement start date in OSST between 7/1/2022 and 6/30/2023 or employment entered on the case closure with a closure date between 7/1/2022 and 6/30/2023.

Business Penetration- Count of distinct employers assigned to Region 15 who receive a service between 7/1/2022 and 6/30/2023.

Repeat Business Percentage- Count of distinct employers assigned to Region 15 who receive a service between 7/1/2022 and 6/30/2023 who received a service from CSTB between 7/1/2019 and 6/30/2022 divided by count of distinct employers assigned to Region 15 who receive a service between 7/1/2022 and 6/30/2023

Work Experience Enrolled- Count of customers assigned to Region 15 who receive a Work Experience activity with an actual begin date between 7/1/2022 and 6/30/2023.

OJT/Apprenticeship Enrolled- Count of customers assigned to Region 15 who receive an On-the-Job or Registered Apprenticeship activity with an actual begin date between 7/1/2022 and 6/30/2023.

New Partners- Count of new partners with CSTB who are registered in Unite US portal allowing partner to both send referrals to and receive referrals from CSTB.

Services Provided- Count of services, both staff assisted and self-service, provided to customers assigned to Region 15 with an actual date between 7/1/2022 and 6/30/2023.

Completion to Funding- Count of distinct WIOA and WP customers assigned to Region 15 who, between 7/1/2022 and 6/30/2023, have gone 90 days without a service who do not have a currently open activity divided by the distinct count of WIOA and WP customers who have an open activity or a last activity date within 90 days.

WP Entered Employment %- Count of WP Customers assigned to Region 15 who received a placement service between 7/1/2022 and 6/30/2023 divided by all WP Customers who have an active WP enrollment between 7/1/2022 and 6/30/2023.

Youth Training Counts- Count of WIOA Youth customers assigned to Region 15 who have an Occupational Skills Training, Apprenticeship, On-the-Job Training or Work Experience activity between 7/1/2022 and 6/30/2023.

Partner Referrals- Count of referrals provided by CSTB to partners within the Unite Us platform between 7/1/2022 and 6/30/2023.

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