



## **Youth Development Committee Meeting**

CareerSource Tampa Bay

May 10, 2023 9:00 AM - 10:00 AM EDT

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# Pledge of Allegiance





# Youth Development Committee Meeting

## Minutes

CareerSource Tampa Bay  
Feb 8, 2023 at 9:00 AM EST

### Board Members Attendance

#### Present:

Members: Tom Aderhold (remote), Warren Brooks (remote), John Howell (remote), Jim Junecko (remote), Dr. Brian Mann (remote), Thayne Swenson (remote), Sophia West (remote), Mercedes Young (remote)

#### Absent:

Members: Ocea Wynn

### Staff Attendance

#### Present:

Members: Saleema Bennett (remote), Rich Beynon (remote), Conchita Canty-Jones (remote), Dr. Byron Clayton (remote), Leondra Foster (remote), Anna Munro (remote), John Flanagan (remote), Chad Kunerth (remote), Don Shepherd (remote), Tammy Stahlgren (remote), Doug Tobin (remote), April Torregiante (remote), Michelle Zieziula (remote)

Guests: Paul Casebolt - ESDI (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.

#### II. Pledge of Allegiance (Presenters: Tom Aderhold)

Tom Aderhold led the Pledge of the Allegiance.

#### III. Public Comments

There were none.

#### IV. Action / Discussion Items

##### A. Approval of Minutes - November 9, 2022 Youth Development Committee Meeting (Presenters: Dr. Brian Mann)

#### Motion:

To approve the minutes from the November 9, Youth Development Meeting.

Motion moved by Jim Junecko and motion seconded by Warren Brooks. Motion Carried.

B. Approval of Youth Service Provider (Presenters: Anna Munro)

The recommendation was verbally changed at the meeting. It was modified to read, "to obtain approval to engage Junior Achievement 3d II as a provider of certain use services, and subject to successful contract negotiations, enter into a contract.

**Motion:**

To approve to engage Junior Achievement 3DE as a provider of WTP Youth services, and subject to successful negotiations, enter into a contract.

Motion moved by Warren Brooks and motion seconded by Mercedes Young.  
Motion carried.

The following discussion ensued:

Lengthy discussion occurred around the need to be more inclusive of the Hispanic student population.

Each Hillsborough Public Schools Principal has to agree to participate in the program. As a board, we can try to influence school Principals on what we feel are their best options.

Mr. Flanagan is on the board of Junior Achievement and will bring forward recommendations that schools with higher Hispanic student populations be given an opportunity to participate in this program.

V. VP Report (Presenters: April Torregiante)

Highlights:

- Tampa Bay Summer Hires Application Launch 2/1/2023
- ACE Employer Round Up
  - Searching for businesses in the trades industry interested in participating in the ACE program and hosting paid work experience/internship.
- Youth Team Relocation
  - Team moved to room 103 (in the front of the building) .
  - Youth Department will have it's own entrance.
  - This new area will allow for connections, collaboration, and positive growth and change.

VI. Information Items

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

Program Update

Highlights:

- Celebrating Success (Shawn Simon) from the Tampa Bay Hires Program
- Tampa Bay Hires Application Launch
- Received 493 prescreens - 7% increase from last year
- 71 Enrollments to date - 11% increase from last year
- Tampa Bay Hires year-round program
- 257 Prescreens with 40 enrollments

- 16 Youth employments
- 72.73% Employment rate
- 16 Entered Post Secondary

#### ITA Update

- Total budget: \$208,500
- Total projected spending: \$182,568
- Work Based Learning update
- Total budget: \$170,000
- Total projected spending: \$69,359

#### Penn Foster Program Update

- Enrolled 26 students
- Total budget: \$40,000
- Total projected spending: \$20,000

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

#### Highlights:

- ACE Program enrollments and classes reviewed.
- Resumed classes on October 16, 2022.
- Upcoming classes:
- Digital Marketing Class & IT will begin in February.
- Skills Trade Class will be introduced in March.

Discussion and concerns were voiced about the programs that are being called "Apprenticeships," and that they do not meet the criteria for the traditional apprenticeship. On the one hand, there are those who attach very strict interpretation and conditions on the use of the term apprenticeship. On the other hand, apprenticeship has many uses to describe typically any learning stage for a job, career, paid or unpaid, free or for a fee program. Ms. Bennett will look into the concern and report back at the next Youth Development meeting.

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

#### Highlights:

- ACE Program PR Overview Provided (website, statistics or social media campaigns).
- Social Media Posts for the past year can be found in agenda packet. The most popular post was the Penn Foster Graduation.
- Summer Hires Press Conference held on January 31st was initially covered by three TV stations, Telemundo, ABC and CBS, and then it was then picked up by Bay News 9, Channel 8, and the VVTA.

### D. School Board Collaboration Update (Presenters: Conchita Canty-Jones)

#### Highlights:

An update was provided on HCPS connections since last meeting.

#### Career Journey Workshop Components:

There are four key components to this workshop. The feedback from the district has been positive and they would like for this workshop to also be in the middle schools eventually, but right now we're working with juniors and the seniors only.

One, is that we want the youth to be able to understand their career journey.

Two, we want the youth to understand how to choose a career path, and be able to choose the best pathway to advance in their career. Then the other thing is, that you have a plan A, and you should have a plan B, because there are times when you have to pivot.

Three, we're going to be in front of over 10,000 youths, and at the end of this workshop our goal is that they can have a conversation with their parents about what their career journey

looks like. This will be launched in April, so we're in the process of determining who will teach that workshop. Since we're in the piloting phase, the district is allowing us to test the waters with several of our classes for seniors. We're also going to have a component that provides them access to CareerSource.

Four, our next step is that we're going to also get feedback from the youth to measure our success. Are we engaging them with knowledge? Do you understand what we are trying to educate you on in reference to your career journey?

So at the end of the course, the students should be able to have a deeper understanding of how to choose and access pathways that would advance their career.

E. PY 22-23 Strategic Metrics Dashboard Update (Presenters: Chad Kunerth)

High level overview of the Strategic Dashboard of the Youth Metrics were reviewed. No discussion occurred.

VII. Future Business

There was none.

VIII. Adjournment

The meeting was adjourned at 10:04 a.m.

Minutes prepared by Tammy Stahlgren, Administrative Services Coordinator.

# VP Report

## Youth Development



### Tampa Bay Hires

- Over 100 youth enrolled for the PY through Q3
- Successful open house held in March
- Phase Two of Youth space at N. Florida

### ACE

- Nine current ACE tracks
- Partnering with CDC's Tampa Vocational Institute for Green Construction track
- 24 seats left to fill in Q4

### Tampa Bay Summer Hires

- Receiving and processing applications for summer program
- Launched campaign targeting Hillsborough County public schools

### Coming Soon

- Mental Health Awareness programming for TBH youth
- Youth Mental Health First Aid training for TBH team
- ACE Phlebotomy track in the works
- In need of employers for youth programming

# Tampa Bay Summer Hires

Program Updates

Tampa Bay Summer Hires Fact Sheet
60% are minorities
25% report coming from a single parent household
6% identify as a student with a disability

## Getting the Word Out



01

### Overview

114% of the target application goal was reached with the support of our marketing department and in partnership with Hillsborough County Schools. We received 2058 unique applications. 80% were received after 4/1.



02

**2,058**

New Applications

**234**

Enrolled

**66%**

Enrolled in the last 30 days



03

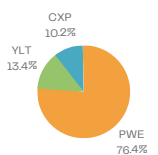
## Outreach Efforts

**Tampa Bay Summer Hires  
Attended 18 outreach events  
since application launch**



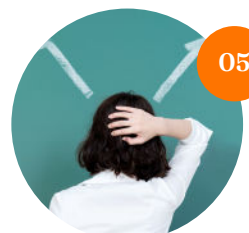
04

Customer expressed interest is indicated below:



### Next Steps

Increase engagement is planned for May through the 30th. Intakes are being held Monday, Wednesday and Friday evenings and every other Saturday through the end of the month



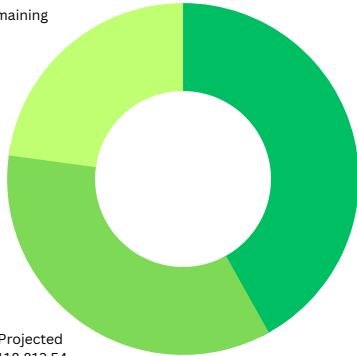
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# Tampa Bay Hires

## Program Updates

### ITA Impact

Total Budget Remaining  
77,030.16

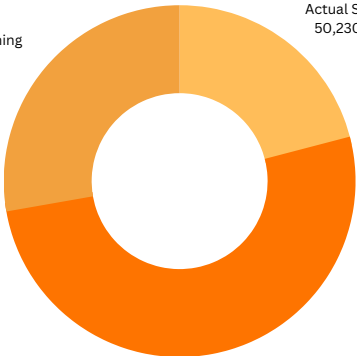


Actual Spent  
141,150.30

Projected  
118,813.54

### Work Based Learning Impact

Total Budget Remaining  
66,630.19



Actual Spent  
50,230.45

Projected  
123,139.36

### Our Story



### Overview

Tampa Bay Hires is working to train and retain staff to increase program impact and performance. The goal for the quarter has been a renewed focus on staff engagement, accountability and resourcefulness.



01



121

Enrolled PY 22/23

36 PWE

63 ITA



02

**797 Prescreens Received**

35% not eligible

8% duplication



03

**Programming &**

**Community Engagement**

**Engagement**

**TBH is spearheading Mental Health Awareness month with Success 4**

**Kids & Families Partners**

**Register via the QR code**



**Performance**

Entered Employment : 35

Credentials Attained : 46

Average Wage Rate : \$17.12



04



05

**Next Steps**

Tampa Bay Hires will be tackling performance management and program expenditures the remaining PY with emphasis on improving the MSG and credential attainment rate

### IN FOCUS

Employed 4th Qtr After Exit - High Priority

Credential Attainment Rate - High Priority



## **Information Item**

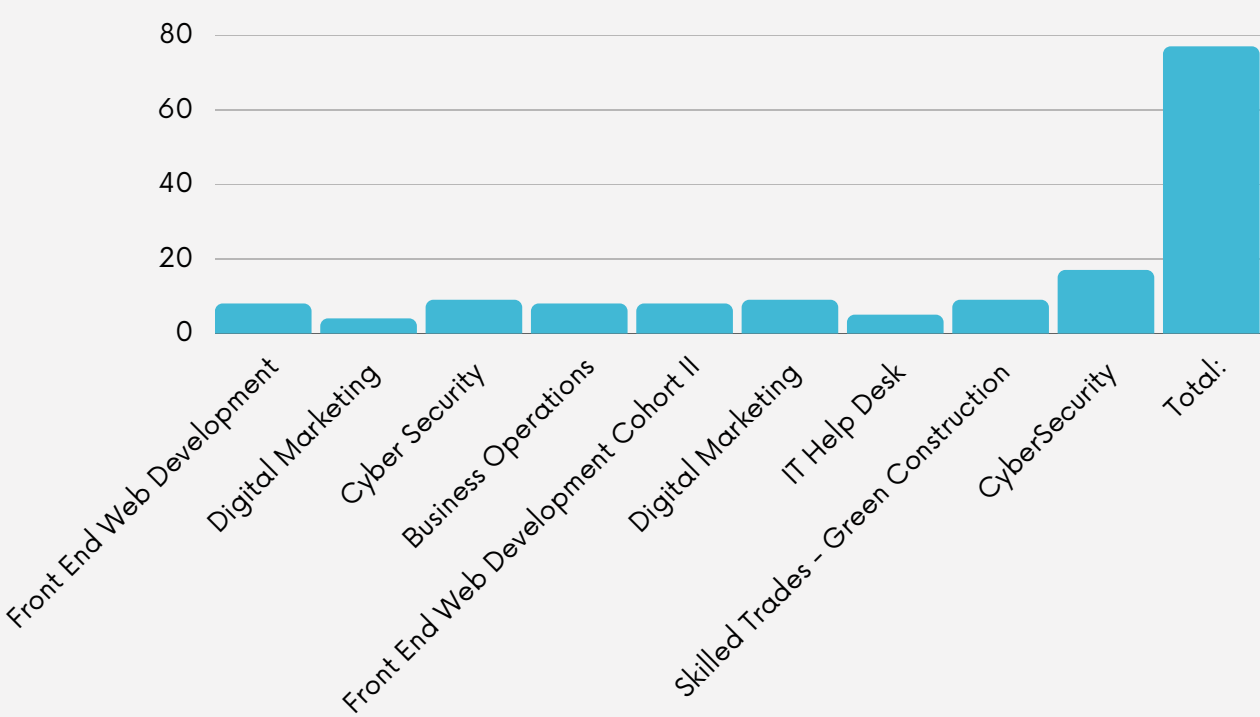
**The following page provides the Apprenticeship to Career  
Employment Update**

# APPRENTICESHIP TO CAREER EMPOWERMENT - YEAR ROUND

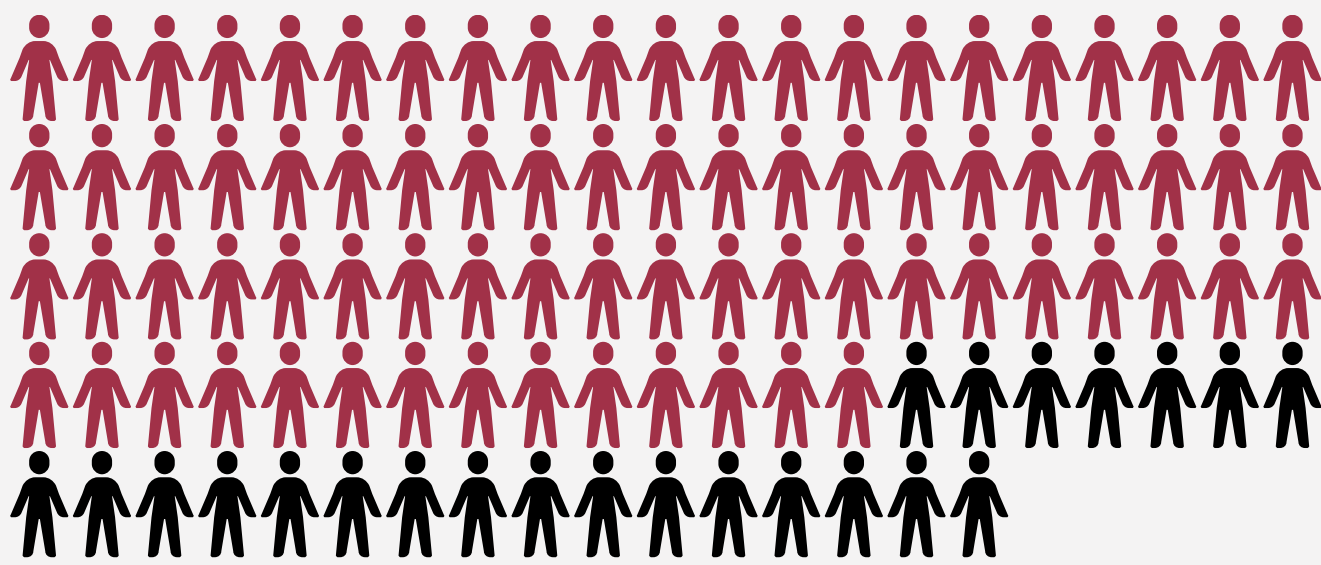
## ACE UPDATES

Currently, we have 77 enrollments into the ACE program, with over 370 individuals expressing interest. To date, the participants have received 37 Measurable Skills Gained, 52 Certificates, 24 Completers. We plan to host three more classes - Digital Marketing, Business Operations and Green Construction.

## ACE PARTICIPANT INFORMATION



## ACE ENROLLMENTS



## EMPLOYER PARTNERS

- Academy of Hope

Acumen Strategist

Above Promotions

CareerSource Tampa Bay

CC Marketing

Community Business Solutions

Computer Coach

Cornerstone Barricades

Dallas Construction I

Ducon

EA Direct Connect

Envision Flooring

Etarios Health

E-Notary Log, LLC

Fat Dog Spirits, LLC

Ferguson Legal, PLLC

Fluent

Garney Construction

Habitat for Humanities

Holland Family Services, Inc.

Hillsborough County Public Schools

Interactive Health Alliance

JJ Taylor Companies, Inc

Karmai Consulting, LLC
- KatPro Technology, Inc.

Keller Williams Realty New Tampa

Lead Titans, LLC

LexDock

Mielke Holdings

Ministry Event Marketing

On Point IT Solutions

OHC Environmental Engineering, Inc.

Paragon Cyber Solutions

PeopleGuru

Positive Spin, Inc.

Roth Trucking, LLC

Running Wolf Logistics

S2W

Sanwa Growers Warehouse

Solita's House

Tampa Innovation

Tampa Museum of Art

Temple Terrace Uptown Chamber of Commerce

The Fitness Frame

VG IT Services

We Think Marketing Group, Inc.

Wharton Smith



## Information Item

### Public Relations/Marketing (Youth Committee)

Updated: May 2, 2023

The following is an update of the **CareerSource Tampa Bay's (CSTB) Marketing & Public Relations Department's** support of the **CSTB Tampa Bay Hires** and **Tampa Bay Summer Hires** programs for program year 2022/2023.

**Summer Hires 2024 Kickoff:** On January 31, 2023, CSTB Marketing held a press conference that included CEO John Flanagan, Vice President of Policy and Programs April Torregiante, and youth who participated in the program. Three television stations covered the press conference (Telemundo, ABC, CBS). In addition, Bay News 9, Channel 8 NBC, and WTTA (Great 38) all covered the story later in the day. The Hillsborough County School District Communications Team posted information about the Summer Hires program in their March newsletter to parents after contact was made via CSTB Marketing.

Career Clarity Pod Kick-Off story appeared on Bay News 9.

**Interior Designs:** CSTB Marketing Manager, Carla Pagan, saved the organization thousands of dollars by developing mockup prototypes for the following spaces at North Florida:

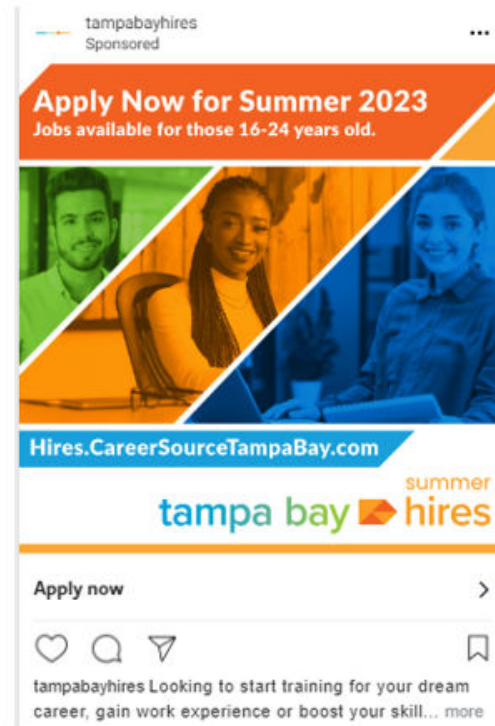
- North Florida Entrance Design
- Career Clarity Pod Design
- Youth Space Design
- Developed interior design mockup for the new youth space at North Florida.



**Summer Hires Website:** Marketing is working closely with Power On Marketing to update the youth website. This update will bring the youth website directly into the main CSTB website. Marketing is also working on some aesthetic issues with the old Youth website. The project is in the final stages and should be done by June 2023.



## Outreach & Advertising Plan:

- **Social Media:** The goal is to increase likes to the CSTB Social Media pages campaign. The social media campaign started in mid-March, and the initial response is we are seeing Likes added to our social media pages.



## Goals of Growth for Tampa Bay Hires



+12 page likes  29% Growth    +27 followers  51% Growth



+21 followers  8% Growth



+80 followers  296% Growth



+2 followers  12% Growth

# Spend/Efficiency for Tampa Bay Hires



Impressions	Clicks	Cost	Cost per Click
413,427	2,512	\$1,747.65	\$0.70



Impressions	Clicks	Cost	Cost per Click
199,498	638	\$718.82	\$1.13



Impressions	Clicks	Cost	Cost per Click
306,385	192	\$1,500.00	\$5.26



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## Marketing Contract/Vistra:

- Marketing worked closely with vendor Vistra Communications to execute the advertising/outreach plan.
  - Vistra will write up to six advertorials in the *Tampa Bay Business Journal* and *Tampa Bay Business Wealth* magazines to reach our business audience. Below is an example of an advertorial that appeared in the Tampa Bay Business Wealth magazine.

## Advertorials Promoting CSTB

10

- ☐ Career Clarity Pod – Complete
- ☐ Summer Hires – Complete
- ☐ Career Exploration – Complete



Career Clarity Pod opens a virtual door to help job seekers learn about new career pathways  
© April 6, 2020 By Contributed Content 0 comments



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- Morning Show television appearances occurred in April/May 2023, promoting several CSTB programs such as Career Clarity Pod, Career Pathways Portal, Tampa Bay Summer Hires, and General CSTB programs.
  - Recorded Thursday, April 13 – ABC Morning Blend aired 4/20 @ 10 a.m. Career Pathways Portal – Dr. Byron Clayton
  - Recorded Monday, April 17 – CBS Great Day Live (2 segments)
    - Summer Hires – Leondra Foster aired 4/25/23
    - Career Clarity Pod – Paul Casebolt aired 5/2/23
  - Tuesday, May 9 – ABC Morning Blend (To record In-Studio) John Flanagan, generally talking about CSTB services.
  - Wednesday, May 17 – CBS Great Day Live (In-Studio) Byron Clayton talking about Career Pathways Portal.
- Once these shows air, CSTB Marketing pushes them out on our social media pages, YouTube, and the story is also added on the CSTB website to get additional value for the effort.

#### **Marketing/Public Relations:**

- ✓ A **Video Production Room** is now active for a video studio in the North Florida location. The studio will allow the marketing team to do YouTube Interviews and social media posts using green screen technology. The marketing team also used the studio to take pictures of recent Penn Foster Young Adult graduates in October 2022.



- ✓ **Marketing Outreach:**  
Marketing is working with Outreach Teams to update staff PowerPoints for presentations to Businesses and Job Seekers.

## Staff Support

### ✓ **Brand Ambassador Training**

This training was held on October 25 from 2–3 p.m. in the Tampa Board Room at the North Florida location. Fifteen managers attended the training, which focused on how marketing can help support programs.

## Program Support:

- ✓ **Summer Hires & ACE End of Program Event.** Marketing worked closely with the Outreach Team/Kay Jefferson and Maria Suarez on this event. The event was held on the HCC Ybor City Campus on August 23, 2022. The event ran smoothly, and photos from the event were posted on the CSTB Facebook page. Commissioner Gwen Myers attended the event.



- ✓ **Marketing Team supported the Young Talent program for Penn Foster graduation on October 26, 2022.**

Marketing designed & printed programs, set up the event and sound system, and took pictures and videos. Completed a 2-minute overview video that was posted on social media. Bay News 9 showed up and did a nice story on the graduation.



See Bay News 9's Story by click this link:

[youtube.com/watch?v=jEKBXSYmhCw](https://youtube.com/watch?v=jEKBXSYmhCw)

✓ **Signage for Career Clarity Pod**

Marketing Manager, Carla Pagan worked extra to make this happen with short notice. Great team effort looks great. The final were made including more paint and lettering on the walls for the official opening which occurred on December 6, 2022.

✓ **Orientation Videos for Career Source TB**

Marketing Specialist, Shedlyn Joseph completed the first version of the welcome orientation video. Marketing will be updating the video in the future to include our partners who work in North Florida. The following is a link to the Orientation video:

<https://www.youtube.com/watch?v=pYcE5YamUo4>

✓ **Career Edge**

Marketing wrote language for Virtual Website from the Business Services brochure and website. Also produced welcome videos for the upcoming Virtual Career Center.

✓ **Young Adult Event Planning & Press Releases:**

The Marketing/Public Relations team fully supported event planning for the youth team and programs. Support included help with planning, website support, event software management, producing marketing collateral, videos, and emceeing. Among the events we supported during the first half of the year included promoting the following events and programs via press releases:

- 08.05.2022 CSTB to host hiring event for Bolay Fresh Bold Kitchen
- 08.16.2022 United Way Community Investment Funding
- 08.16.2022 CareerSource Tampa Bay Hosts Multiple In-Person Information Sessions for Amazon
- 09.22.2022 Job News Job Fair, Steinbrenner Field
- 09.09.2022 CareerSource Tampa Bay Hosts Recruitment Event on 9/20/2022
- 09.15.2022 Professional Networking Group of Tampa Bay (PNG) meets
- 09.20.2022 General Hiring Event North Florida
- 09.21.2022 Amazon Information Session North Florida
- 09.26.2022 CSTB Offices to close due to Hurricane Ian
- 10.05.2022 Tampa Center Amazon Information Session
- 10.06.2022 Veterans Training Academy for Road and Bridge Construction
- 10.07.2022 ACE Program Fall Classes
- 10.11.2022 Career Clarity Pod to Open for Board Tour (Internal Communication)
- 10.13.2022 Hiring Event for Multiple Industries (10/18)
- 10.18.2022 Tampa Center Job Fair 11 a.m. – 2 p.m.
- 10.18.2022 Professional Networking Group meeting on 10/20/22
- 10.18.2022 CSTB to host Virtual Youth Career Fair
- 10.17.2022 In-Person Information Sessions for Employment at Amazon
- 10.21.2022 Penn Foster Graduation

### **November/December Press Releases**

- 11/02.2022 Veteran Resource Fair
- 11/02/2022 Tampa Center Veteran Resource Fair, 10:00 a.m.-1:00 p.m.
- 11/07/2022 CSTB Announces New One-Stop Operator Manager (Paul Casebolt)
- 11/09/2022 Paychecks for Patriots Veterans Job Fair, 10:00 a.m.-1:00 p.m. Al Lopez Park
- 11/10/2022 CareerSource Tampa Bay Offices to close due to Tropical Storm Nicole & Veterans Day observance
- 11/15/2022 CareerSource Tampa Bay Expands Training Opportunities for Veterans Through  
Get There Faster Program
- 11/17/2022 Professional Networking Group Meeting, 10 a.m.-11 a.m. Tampa Center
- 11/21/2022 CareerSource Tampa Bay adds additional Holidays
- 12/20/2022 Board Members 22-23 Announced with Ken Hagan (21-1466)

### **January Press Releases**

- 01.05.2023 CSTB Announces 2023 Holiday Calendar
- 01.11.2023 New Year, New Opportunities Recruitment Events
- 01.19.2023 CSTB to hold an open house for new Career Clarity Pod
- 01.25.2023 Hands-On Staffing Recruitment Events
- 01.31.2023 CSTB Kicks Off 2023 Summer Hires Enrollment

### **February Press Releases**

- 02.08.2023 CareerSource Tampa Bay Selected to Advance in National Initiative to Boost High-Quality Jobs
- 02.14.2023 Fall in Love with Your New Career' Hiring Event for Multiple Industries
- 02.23.2023 CS Florida approves plan to consolidate six Boards.

### **March Press Releases:**

- 03.06.2023 Tampa Bay Summer Hires Employer Application Now Open for 2023
- 03.09.2023 ACE Program Introducing Two New Tracks – Accredited Claims Adjuster and Green Construction.
- 03.14.2023 CareerSource Tampa Bay releases 2023 Legislative Review (Sent to legislators only)
- 03.21.2023 OUTREACH TEAM: National of 100 Black Women & CSTB teaming up to hand out backpacks 3/21



## **Information Item**

### **HCPS School Board and Leadership Update**

The Hillsborough County Public Schools (HCPS) updates and highlights are the Career Journey Workshop in the schools and the continuation of expanding the connection of youth/young adults (16-24 of age) within the community. The expansion includes Dr. Byron Clayton, SVP and Chief of Sector Partnerships, Conchita Canty-Jones, Director of Student Engagement and Ms. April Cobb (20-year veteran teacher) piloted the Career Journey Workshop (name changed from Career Pathway Workshop) with HCPS students at two high schools (Newsome and Brandon's AVID classes). These are in-classroom workshops, meaning they are designed to be conducted during normal class times. In addition to the workshop rollout, the HCPS update includes the opportunity to meet with the HCPS Deputy Superintendent/CAO, Academic Services to continue the conversation to work with students enrolled in the HCPS Financial Literacy class. Our goal is to provide in-classroom educational workshops about living wages and job quality. The additional newly workshops will be designed to work in collaboration with the district. The collaboration will include embedding the Sunshine State Standards and the CSTB objectives/outcomes. Dr. Clayton's vision of the workshops' content will support in/out school youth and young adults in Hillsborough County. Our next steps and highlights include:

- ❑ CSTB will review the feedback from the students and teachers related to the rollout of the Career Journey Workshop from Newsome and Brandon High School

- ❑ Provide an overview of the workshops' outcome with HCPS and CSTB leadership team, with a focus on planning with the HCPS AVID team before August as part of next steps.
- ❑ Connect participating youth to their requested needs (Summer Hires and other CSTB resources) who attended the Career Journey Workshop.
- ❑ Provide Jazheel Lenegar-Brown (HCPS Executive Director of AVID, Instructional Support) and team the outcomes of the piloted program and review next steps.
- ❑ Continue to work with CSTB leadership team to review the HCPS Data Agreement and provide the final draft to Dr. Thomas Weeks – HCPS Chief Information Officer; CSTB received Data Agreement from the HCPS to review for approval.
- ❑ Working with CSTB department leads to provide a presentation to the Department of Juvenile Justice (DJJ) Circuit 13; one-hour presentation in August or September to provide information about how we serve DJJ population and the community. The presentation will include an overview of CSTB in general.
- ❑ Director of Student Engagement provided the “Think Tank” report and conducted a presentation to CSTB leadership team as the final phase of the project. The report will be available to community members if they request it.
- ❑ Director of Student Engagement scheduled onsite visits for eleven high schools for the CSTB Youth Department to increase support to youth for the Summer Hires and complete the application process. Three of the schools are first time the Youth Department serve at the schools.

Our team continues to increase the engagement to support best practices and to ensure successful outcomes for CSTB. The CSTB team continues to increase engagement with youth

of HCPS, expanding collaboration with HCPS leadership team and youth in the community, focusing on DJJ population.

Our additional actionable steps related to youth are the following:

- ☐ Contact all youth who requested resources from the students who participated in the Career Journey Workshop. Provide the CSTB departments with the list of students who inquire about an interest in services.
- ☐ Review all feedback from the Career Pathway Workshop in two schools (Newsome and Brandon) from the students and teachers.
- ☐ Data sharing agreement – CSTB staff are updating and finalizing the needs of data and provide to HCPS as it relates to youth and young adults; focus on out school youth.
- ☐ Continuing creating the Living Wages and Job Quality Workshops (Ongoing) for students and young adults
- ☐ Review the next steps with HCC to provide the Job Quality workshop to reach a wider span after meeting with the HCC Career Exploration leadership team.

The final update is closing out the school year includes our team meeting with HCPS district level leadership to determine the number of classes to serve and selecting the schools for the workshops as well as providing an update of collaboration. The team is also scheduled to meet to support reaching the community and continuing building a relationship with HCPS' students and parents as well as the DJJ population.

- ☐ Scheduled meeting in Tallahassee with Dr. Hall, DJJ Secretary of State (July)
- ☐ Scheduled meeting with Superintendent to provide our yearly updates and planning with CSTB CEO (July)



## 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.



## NOTES:



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