



Workforce Performance Committee

CareerSource Tampa Bay

May 4, 2022 9:00 AM - 10:00 AM EDT

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Pledge of Allegiance





Workforce Performance Committee Minutes

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

Attendance

Members Present (Remote):

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

Members Absent:

Richard Cranker, Jason Woody

Attendance

Members Present (Remote):

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

Guests Present (Remote):

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

Board Liaison Present (Remote):

Ken Jones

I. Call to order, Welcome and Roll Call

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

II. Pledge of Allegiance (Presenters: Tom Aderhold)

Tom Aderhold led the Pledge of Allegiance.

III. Public Comments

There were none.

IV. Action / Discussion Items

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

Motion:

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

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

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

Motion:

To approve Rasmussen University training provider application and training programs.

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

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

Motion:

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

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

V. Information Items

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

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

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

Connecting Jobseekers to Careers and Future Workforce were reviewed.

Highlights from Connecting Jobseekers to Careers Pillar:

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

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

Highlights from Future Workforce Pillar:

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

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

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

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

Summary:

30 Programs not meeting any of the criteria.

45 Programs meeting one criteria.

22 Programs meeting two criteria.

10 Programs meeting all three criteria.

No discussion occurred.

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

Strategic Goals Progress and Attainment Highlights:

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

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

Goal - Refine brand perception and increase brand visibility.

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

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

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

New CareerSource Tampa Bay Website to launch in 2022.

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

Achievement and Highlights:

Maintain and Develop New Linkages

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

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

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

Employer Results

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

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

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

There was no discussion.

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

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

There was no discussion.

G. Special Grants Update (Presenters: Don Shepherd)

An overview of our current grants were reviewed.

CSTB has partnered with Clark University as the grant lead.

COVID-19 Disaster Relief Employment

Two H-1B Job Training Grants:

- TQA Tech Quest Apprenticeship expansion grant
- TechBoost grant

CareerSource Florida WIOA State Competitive Grant Award:

- GET THERE FASTER expansion grant

No discussion occurred.

VI. Industry Insights

A. Economic Development (Presenters: Steve Morey)

Steve Morey shared 2 articles with the committee.

Seven Signs of a New Site Selection Reality.

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

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

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

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

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

How Companies are responding to Skills/Workforce Shortages:

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

Top States in Talent Attraction:

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

B. Other industry Sectors

There were no further industry updates.

VII. Future Business

There was no discussion.

VIII. Adjournment

The meeting adjourned at 10:24 a.m.

Minutes prepared by Tammy Stahlgren, Administrative Coordinator.



Action Item

Approval of New Training Provider

Overview

Applications for new training providers are accepted from January-March. Eligible Training Provider Policy application threshold criteria 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 \$10,000.00 per individual.
- Limit training programs to those with a minimum entry level wage rate of \$15.40 per hour hour* (based on annual regionally adjusted wage rate)

Customer Choice

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.

Information for Tables Below

- Average Wage at Placement was provided by the Training Provider
- 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*.

Net Synergy Virtual Solutions LLC dba LT3 Academy

2227 University Square Mall, Tampa FL 33612

LT3 Academy provided a letter from the Florida Department of Education for their Uptown Pre-apprenticeship for Technology & Innovation program. This pre-apprenticeship program is an extension of their Net Synergy Virtual Solutions Apprenticeship Program. LT3 Academy self-attested that they will start reporting to FETPIP annually. Staff conducted a site visit on Tuesday, 3.22.2022.

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*
Uptown Preapprenticeship for Technology & Innovation	Included	\$8,000.00	Included	\$8,000.00	6 months	N/A – New Program	N/A – New Program	\$30.62

- School Opened: 2021
- Total enrollments for Uptown Pre-apprenticeship for Technology & Innovation for school year 2021-22: 11
- This program provides a sustainable and equitable path to software development focused jobs.
- Newly registered FLDOE pre-apprenticeship program.

Recommendation

Approval of LT3 Academy's training provider application and pre-apprenticeship training program.



Action Item

Approval of Training Programs

Process for Current Training Providers to Add Additional Programs

Applications for approval of new training programs for an existing training provider is accepted from January-March. The following must be provided for each training program:

- a) Program Cost & Performance Data Worksheet
- b) A complete course description and new fee schedule; and
- c) A copy of license that includes the course or program being added.

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 \$10,000.00 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)

Customer Choice

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.

Information for Tables Below

- 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*.
- Color legend:

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

B-3-1, LLC dba FleetForce Truck Driving School

Additions:

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*
Class B Commercial Truck Operator	\$0	\$2,045.00	\$450.00	\$2,495.00	5 days	98%	\$22.00	\$12.61

Potential Financial Impact	Board Affiliated
<ul style="list-style-type: none"> Maximum Potential CSTB Financial Impact: For 12 enrollments for is: \$29,940 (12 x \$2,495) 	<ul style="list-style-type: none"> Not applicable

Florida Technical College

Additions:

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*
Medical Assistant Technician	\$400.00	\$14,400.00	\$975.00	\$15,775.00	9 months	N/A – New Program	\$15.00	\$13.02
LaSalle Ethical Hacker Exam Preparation	Included	\$2,650.00	Included	\$2,650.00	6 months	100%	\$43.30	\$43.30
Business Office Specialist	\$400.00	\$14,535.00	\$675.00	\$15,610.00	9 months	N/A – New Program	N/A – New Program	\$17.13
Medical Billing and Coding Specialist	\$400.00	\$14,400.00	\$675.00	\$15,475.00	9 months	N/A – New Program	N/A – New Program	\$13.02
Computer Support Technician	\$800.00	\$14,535.00	\$675.00	\$16,010.00	9 months	N/A – New Program	N/A – New Program	\$15.76

Potential Financial Impact	Board Affiliated
<ul style="list-style-type: none"> Maximum Potential CSTB Financial Impact: For 12 enrollments for the 5 programs is: \$71,8000 (12 x \$42,650, 4 programs capped at \$10,000 each) 	<ul style="list-style-type: none"> Not applicable

Hillsborough County School Board – Technical Colleges

Additions:

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*
Nails Specialty - Erwin Technical College (West Campus)	\$189.00	\$525.60	\$215.40	\$930.00	Less than 1 yr	N/A – New Program	N/A – New Program	\$9.92
Facial Specialty - Erwin Technical College (West Campus)	\$237.00	\$642.40	\$85.60	\$965.00	Less than 1 yr	N/A – New Program	N/A – New Program	\$10.49
Cloud Computing & Virtualization - Erwin Technical College	\$2,628.00	\$550.00	\$350.00	\$3,528.00	900 hours	N/A – New Program	N/A – New Program	\$25.96
Automotive Service Technology 2 - Erwin Technical College	\$500.00	\$2,190.00	\$466.00	\$3,156.00	750 hours	N/A – New Program	N/A – New Program	\$12.55

\$8,579.00

Potential Financial Impact	Board Affiliated
<ul style="list-style-type: none"> Maximum Potential CSTB Financial Impact: For 12 enrollments for the 4 programs is: \$102,948.00 (12 x \$8,579.00) 	<ul style="list-style-type: none"> Warren “Scott” Brooks <p>NOTE: At full board meeting this will require related party voting, at which time board member will be required to abstain.</p>

Hillsborough Community College

Additions:

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*
Educator Preparation Institute	Included	\$2,360.19	\$562.00	\$2,922.19	Less than 1 year	44.9%	\$29.61	\$22.25
Digital Media/Multimedia Production - A.S. Degree (Course #: AS.MMT)	\$3,200.00	\$6,263.40	\$150.00	\$9,613.40	2 years	23.3%	\$12.64	\$14.96
Digital Media/Multimedia Technology (Video/Web Production) (Course #: CCC.MMT.PROD/VIDEO/WEB)	\$800.00	\$1,565.85	\$75.00	\$2,440.85	1 year	22.18%	\$15.41	\$14.96
Electronics Technician (Course #: CCC.EET)	\$1,600.00	\$3,445.00	\$190.00	\$5,235.00	1 year	17.6%	\$18.50	\$15.05
Phlebotomy Technician (Course #: NUR-8245)	Included	\$1,549.00	Included	\$1,549.00	4 months	94%	\$13.10	\$13.10

Advanced Welding Technology (Course #: VOC.WELDING.ADV)	\$3,505.00	\$1,974.50	\$0	\$5,479.50	8 months	N/A - Program	N/A - Program	\$14.85
Computer Information Administrator	\$3,000.00	\$6,490.00	\$0	\$9,490.00	2 years	N/A – New Program	N/A – New Program	\$43.30
Florida Law Enforcement Academy: Corrections to Law Enforcement Crossover (Course #: VOC.COLE.CO)	\$1,030.72	\$1,360.81	\$100.00	\$2,491.53	5 months	N/A – New Program	N/A – New Program	\$25.32
Florida Law Enforcement Academy: Equivalency of Training (Course #: CJD 8813)	Included	\$983.00	\$100.00	\$1,083.00	10 days	N/A – New Program	N/A – New Program	\$25.32
Florida Law Enforcement Academy: Probation Officer to Law Enforcement Crossover (Course #: VOC.COLE.PRO)	\$1,667.31	\$1,397.94	\$100.00	\$3,165.25	5 months	N/A – New Program	N/A – New Program	\$25.32
Game Design and Development (Authoring) (Course #: CCC.MMT.AUTH)	\$600.00	\$1,340.00	\$60.00	\$2,000.00	16 months	56.25%	\$34.98	\$26.43
Phlebotomy/EKG Technician Combo	Included	\$2,095.00	Included	\$2,095.00	3 months	60%	\$14.02	\$13.10
Security D License (Course #: CJD 8800)	Included	\$118.00	Included	\$118.00	1 week	100%	\$15.13	\$9.66
Security G License (Course #: CJD 8808)	\$0	\$158-\$183.00	Included	\$158-\$183.00	3 days	89%	\$15.13	\$9.66
Web Development (Course #: CCC.WEB.OPT2)	\$1,750.00	\$3,653.65	\$0	\$5,403.65	35 hours	33.3%	\$19.79	\$22.19
Medical Laboratory Sciences (Course #: ATC.MED.LAB)	\$1,000.00	\$4,596.16	\$200.00	\$5,693.16	16 months	33.3%	\$13.63	\$13.63

\$58,962.53

Potential Financial Impact	Board Affiliated
<ul style="list-style-type: none"> Maximum Potential CSTB Financial Impact: For 12 enrollments for the 16 programs is: \$707,550.36 (12 x \$58,962.53) 	<ul style="list-style-type: none"> Dr. Brian Mann <p>NOTE: At full board meeting this will require related party voting, at which time board member will be required to abstain.</p>

New Horizons Computer Learning Center of Gulf Coast Florida

Additions:

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*
Preparatory Program for Cisco Certified Network Associate Cyber Ops	Included	\$4,295.00	Included	\$4,295.00	2 weeks	85%	\$45.00	\$26.86
Preparatory Program for Microsoft Certified Azure Administrator Associate	Included	\$2,975.00	Included	\$2,975.00	1 week	99%	\$60.00	\$26.86

Potential Financial Impact	Board Affiliated
<ul style="list-style-type: none"> Maximum Potential CSTB Financial Impact: For 12 enrollments for the 2 programs is: \$39,995.00 (12 x \$7,270) 	<ul style="list-style-type: none"> Not applicable

Southern Technical College

Addition:

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*
Veterinary Assisting	\$0	\$17,995.00	\$0	\$17,995.00	40 weeks	75%	\$12.15	\$13.04

If Committee/Board Approves	Board Affiliated
<ul style="list-style-type: none"> Maximum Potential CSTB Financial Impact: For 12 enrollments for the 1 program is: \$120,000.00 (12 x \$10,000, 1 program capped at \$10,000) 	<ul style="list-style-type: none"> Not applicable

University of South Florida

Addition:

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*
Advanced HR Management Certificate	Included	\$2,975.00	\$0	\$2,975.00	3 months	N/A – New Program	\$30.00	\$19.43

If Committee/Board Approves	Board Affiliated
<ul style="list-style-type: none"> Maximum Potential CSTB Financial Impact: For 12 enrollments for the 1 program is: \$35,700.00 (12 x \$2,975) 	<ul style="list-style-type: none"> Not applicable

Recommendation: Approval of FleetForce Truck Driving School, Florida Technical College, Hillsborough County School Board, Hillsborough Community College, New Horizons Computer Learning Center, Southern Technical College, and University of South Florida's applications for new training programs.



Information Item

Strategic Goals Dashboard Update

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

Introduction

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

Summary Page and Indicator Icon Methodology

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

Below are the current CSTB Priorities.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Information Item Training Vendors Outcome Report

Period covering April 2021 – March 2022

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



Training Vendor Outcome Report: PY21 22 (April 2021-March 2022)

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		2		1			N/A	0%	N/A
Access Computer Training	A+ Certification Prep	3	1	1				N/A	100%	0%
Access Computer Training	Business Application	1	10	8	2	2	2	\$ 13.94	80%	50%
Access Computer Training	Microsoft Advanced Office		3	3				N/A	100%	0%
Access Computer Training LLC	Bookkeeping, Accounting, and Auditing Clerks		1	1				N/A	100%	0%
Access Computer Training LLC	Microsoft Office		3	2	1	2		\$ 21.88	67%	100%
Aguilas International Technical Institute	Medical Assistant	3	1		1			N/A	0%	N/A
Altierus Career College	Dental Assistant	1	1					N/A	0%	N/A
Altierus Career College	Heating, Ventilation and Air Conditioning (HVAC) Technician	1	1	1				N/A	100%	0%
Altierus Career College	Industrial Electrical Technician		1	1		1		\$ 17.50	100%	100%
Altierus Career College	Massage Therapy	3	4	3	1	1		\$ 20.00	75%	33%
Altierus Career College	Medical Assistant		1					N/A	0%	N/A
Altierus Career College	Medical Billing and Coding		2		2		1	\$ 18.00	0%	N/A
Altierus Career College	Nursing	2	1					N/A	0%	N/A
Ana G Mendez University- CSCF	Medical Assistant	10	1		1			N/A	0%	N/A
Aparicio-Levy Technical Center-Vs	Emergency Medical Technician	1	5	1	1		1	\$ 15.57	20%	100%
Aparicio-Levy Technical Center-Vs	Firefighting		1	1				N/A	100%	0%
Armenia Pharmacy Solutions School	Pharmacy Tech Training		3	3				N/A	100%	0%
Brewster Technical Center-Vs	Central Sterile Processing Technologist		2		1			N/A	0%	N/A
Brewster Technical Center-Vs	Pharmacy Technician		1		1			N/A	0%	N/A
Career Tech-Is	Commercial Truck Driver Training		1					N/A	0%	N/A
CareerSource Tampa Bay Center	Microsoft Office Specialist (MOS)		1		1			N/A	0%	N/A
Center For Technology Training-Is	Business Applications Specialist	2	4	3	1	1	1	\$ 32.50	75%	67%
Center For Technology Training-Is	Cisco Networking (CCNA Prep)		1	1			1	\$ 10.25	100%	100%
Center For Technology Training-Is	Microsoft Database Technologies-Cd4 MCDBA		2	1	1			N/A	50%	0%
Center For Technology Training-Is	Microsoft Network Administration	3	2	1	1	1		\$ 20.00	50%	100%
Center For Technology Training-Is	Network Technician (Network+)		2	2		1		\$ 20.02	100%	50%
Center For Technology Training-Is	Pc Repair Technician (A+ Prep)-Cd4		2		1			N/A	0%	N/A
Center For Technology Training-Is	Project Management		7	7		1	2	\$ 23.12	100%	43%
Center For Technology Training-Is	Security Professional (Security+Prep)		1	1		1		\$ 43.27	100%	100%
Center For Technology Training-Is	SEO & Social Media Professional		2		1		1	\$ 21.00	0%	N/A
Center For Technology Training-Is	Web Design Professional	2	7	1	6		3	\$ 15.79	14%	300%

Computer Coach Training Center - vs	Business Office Specialist		8	6	1	1	1	\$ 15.50	75%	33%
Computer Coach Training Center - vs	Cloud Integration Specialist	2	5	4	1	2	1	\$ 32.50	80%	75%
Computer Coach Training Center - vs	Computer Support Technician		1	1				N/A	100%	0%
Computer Coach Training Center - vs	Cyber Security Specialist	15	21	11	5	2	4	\$ 13.87	52%	55%
Computer Coach Training Center - vs	Data Specialist	1	1	1		1		\$ 27.02	100%	100%
Computer Coach Training Center - vs	Digital Marketing Specialist	2	26	19	3	3	4	\$ 19.70	73%	37%
Computer Coach Training Center - vs	Front-End Web Developer	1	14	10	2		2	\$ 21.49	71%	20%
Computer Coach Training Center - vs	IT Security Professional		2	2				N/A	100%	0%
Computer Coach Training Center - vs	Project Management Specialist / Service Management		6	6		2	1	\$ 38.71	100%	50%
Concorde Career Institute-Is	Dental Assistant-Cd4		1	1		1		\$ 17.00	100%	100%
Concorde Career Institute-Is	Medical Assistant-Cd4		5	2	3		1	\$ 17.37	40%	50%
Concorde Career Institute-Is	Medical Office Administration	1	2		2			N/A	0%	N/A
Concorde Career Institute-Tampa-Un	Dental Assisting/Assistant		1	1		1		\$ 17.00	100%	100%
Concorde Career Institute-Tampa-Un	Medical/Clinical Assistant		1	1		1		\$ 15.00	100%	100%
Erwin Technical Center-Vs	Air Conditioning, Refrigeration, and Heating Technology		2	2		1		\$ 20.00	100%	50%
Erwin Technical Center-Vs	Cosmetology		1	1				N/A	100%	0%
Erwin Technical Center-Vs	Medical Assisting		1		1	1		\$ 15.00	0%	N/A
Erwin Technical Center-Vs	Plumbing	1	1	1				N/A	100%	0%
Erwin Technical Center-Vs	Practical Nursing	3	2		2			N/A	0%	N/A
Erwin Technical Center-Vs	Surgical Technology	1	1					N/A	0%	N/A
FleetForce Truck Driving School	Commercial Truck Operator		3	2		1		\$ 13.33	67%	50%
Florida Career College	Business Office Administration		5	3	2	1	2	\$ 17.67	60%	100%
Florida Career College	Dental Assistant	1	14	12	2	5	3	\$ 14.47	86%	67%
Florida Career College	Heating, Ventilation, and Air Conditioning	4	21	20	1	8	2	\$ 17.06	95%	50%
Florida Career College	Medical Assistant Technician	4	37	28	8	7	2	\$ 14.20	76%	32%
Florida Career College	Medical Front Office and Billing	7	11	9	2	5	2	\$ 15.04	82%	78%
Florida Career College	Patient Care Technician Diploma		3	2	1	1	1	\$ 14.25	67%	100%
Florida Technical College	IT Project Management		1	1		1		\$ 63.46	100%	100%
Galen College Of Nursing-Is	Assoc Degree in Nursing (AS) - Two-Year Option	1	2		2			N/A	0%	N/A
Galen College Of Nursing-Is	Baccalaureate Degree in Nursing (BSN)	2	4	3		2		\$ 21.00	75%	67%
Galen College Of Nursing-Is	Nursing-As	2	6	2	4	2		\$ 17.87	33%	100%
Galen College Of Nursing-Is	Practical Nursing	2	1		1			N/A	0%	N/A
Hillsborough Community College	Accounting Technology	1	1		1			\$ 18.29	0%	N/A
Hillsborough Community College	Aircraft Electronics Technician (AET) Certification Program		2	1				N/A	50%	0%
Hillsborough Community College	Business Administration-A		1	1				N/A	100%	0%
Hillsborough Community College	Certified Nursing Assistant (CNA NUR 8017)		2	2				N/A	100%	0%
Hillsborough Community College	Clinical Medical Assistant	4	15	6	2	1	1	\$ 16.50	40%	33%
Hillsborough Community College	Cloud Professional Certification		1		1			N/A	0%	N/A

Hillsborough Community College	Commercial Vehicle Driving (Heavy and Tractor-Trailer Truck Drivers)	3	27	17	7	4	2	\$ 17.28	63%	35%
Hillsborough Community College	CompTIA A+ Certification		1	1				N/A	100%	0%
Hillsborough Community College	Culinary Arts-C		1		1			N/A	0%	N/A
Hillsborough Community College	Cybersecurity	2	1	1				N/A	100%	0%
Hillsborough Community College	Digital Media/Multimedia Video Production		1					N/A	0%	N/A
Hillsborough Community College	EKG Technician		1		1			N/A	0%	N/A
Hillsborough Community College	Java 8SE (OCAJ) Certification (ECX-8085)		2	2			1	\$ 21.15	100%	50%
Hillsborough Community College	NURSING		2		2			N/A	0%	N/A
Hillsborough Community College	Office Administration-A		1		1			N/A	0%	N/A
Hillsborough Community College	Paralegal Studies (legal Asst)-A		1		1			N/A	0%	N/A
Hillsborough Community College	Radiography	1	1	1		1		\$ 21.85	100%	100%
Hillsborough Community College	Truck Driver - CDL B		1					N/A	0%	N/A
Hillsborough Community College	Welding		1					N/A	0%	N/A
Hillsborough Community College	Youth Occupational Skills Training - Non-ITA Training	1	2		1			N/A	0%	N/A
Jersey College	Practical Nursing-Cd4		4	2	2	2		\$ 22.50	50%	100%
Jersey College	Professional Nursing	5	14	7	6	4		\$ 19.50	50%	57%
JobWorks dba JobWorks Education and Training Systems	TechWorks	1	4	1	1		1	\$ 20.67	25%	100%
National Aviation Academy-Is	Aircraft Mechanics and Service Technicians		2	1	1			\$ 20.00	50%	0%
National Aviation Academy-Is	Aircraft Powerplant Mechanics-Ap		1		1			N/A	0%	N/A
National Aviation Academy-Is	Aviation Maintenance Professional Program	1	1	1		1		\$ 24.25	100%	100%
National Aviation Academy-Is	Aviation Maintenance Technology	6	5	3		1	1	\$ 17.16	60%	67%
New Horizons Computer Learning Center Of Gulf Coast Flori-Is	Computer Information Systems Manager		2	1	1			N/A	50%	0%
New Horizons Computer Learning Center Of Gulf Coast Flori-Is	Computer Network Support Specialist		1		1		1	\$ 13.00	0%	N/A
New Horizons Computer Learning Center Of Gulf Coast Flori-Is	Computer Support Specialist		1		1			\$ 15.50	0%	N/A
New Horizons Computer Learning Center Of Gulf Coast Flori-Is	Microsoft Office Specialist MOS		1	1			1	\$ 37.50	100%	100%
New Horizons Computer Learning Center Of Gulf Coast Flori-Is	Preparation for CompTIA A+		7	4	1		1	\$ 14.00	57%	25%
Of Gulf Coast Flori-Is	Preparation for CompTIA Network+		3	3				N/A	100%	0%
New Horizons Computer Learning Center Of Gulf Coast Flori-Is	Preparation for Cyber Security IT Professional		1	1				N/A	100%	0%
New Horizons Computer Learning Center Of Gulf Coast Flori-Is	Preparation for Information Technology Infrastructure Library ITIL		2	2		2		\$ 33.50	100%	100%
New Horizons Computer Learning Center Of Gulf Coast Flori-Is	Preparation for Microsoft Certified Solutions Associate (MCSA)		1	1				N/A	100%	0%

New Horizons Computer Learning Center Of Gulf Coast Flori-Is	Preparation For Project Management Professional (pmp) Certification-Cd4	1	6	5	1	1	2	\$ 37.19	83%	60%
New Horizons Computer Learning Centers Of North Florida-Is	Management Analyst		1	1				N/A	100%	0%
Palm Beach Code School	Intro to Web Design and Development		1		1			N/A	0%	N/A
Palm Beach Code School	Social Media Marketing Specialist	1	2	2				N/A	100%	0%
Pinellas Technical College (PTec) - Clearwater	Cosmetology		1					N/A	0%	N/A
Rasmussen College	Practical Nursing		1					N/A	0%	N/A
Rasmussen College	Professional Nursing AS	3	1		1			N/A	0%	N/A
Rasmussen College-Is	Nursing-As	1	1					N/A	0%	N/A
Roadmaster Drivers School, Inc.-Is	Commercial Truck Driver		13	10	3	3	1	\$ 15.43	77%	40%
Southern Technical College, Brandon-Is	Medical Assisting		2		1			N/A	0%	N/A
St Petersburg College-Un	Electrical Line Worker		1	1				\$ 20.00	100%	0%
Tampa Truck Driving School	CDL A - Truck Driver Training	2	68	62	2	16	3	\$ 17.01	91%	31%
Tampa Vocational Institute-Is	Call Center/Customer Service		3	3			1	\$ 18.25	100%	33%
Tampa Vocational Institute-Is	Introduction To Green Construction		2	2				N/A	100%	0%
University Of South Florida-Main Campus-Un	Coding Bootcamp		1	1				N/A	100%	0%
University Of South Florida-Main Campus-Un	HR Management Certificate	1	9	7	2	2	1	\$ 34.86	78%	43%
University Of South Florida-Main Campus-Un	Legal Assistant/Paralegal	1	1		1			N/A	0%	N/A
University Of South Florida-Main Campus-Un	Paralegal Certificate	3	9	4	4	2		\$ 15.00	44%	50%
University Of South Florida-Main Campus-Un	Process Improvement - Lean Six Sigma Green Belt Certification	1	2	2			1	\$ 20.20	100%	50%
University Of South Florida-Main Campus-Un	Project Management Certificate		2	2		2		\$ 37.50	100%	100%
University Of South Florida-Main Campus-Un	Project Management Professional (PMP)® Certification Prep		2	2		1		\$ 31.25	100%	50%
University Of South Florida-Main Campus-Un	SHRM Certified Professional or SHRM Senior Certified Professional Certification		3	2	1		1	\$ 33.65	67%	50%
University Of South Florida-Main Campus-Un	SHRM Essential of HR		1	1				N/A	100%	0%

*Average wage at or above \$15.25 or where data is not available are highlighted green. Average wage below \$15.25 are highlighted 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 moratorium on removing providers based on performance due to COVID-19.



Information Item
Public Relations/Marketing Report
(3rd Quarter)
CSTB Workforce Performance Committee
Updated March 31, 2022

Strategic Goals

Establish 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* who 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. This Advertising/Outreach started on March 1, 2022.

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 the report below updated on March 31, 2022.

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

- **Action Items:**
 - **Annual Community Survey**
 - **Status:** Marketing sent out the 2021-22 community survey in April 2022. The last community survey was completed by the Marketing Department in 2019. The 2021-22 survey will focus on businesses partners and job seekers.
 - **Earned Media Report**
 - **Status:** See updated 3rd 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:** Marketing continues to work closely with Special Projects and is surveying visitors to our One-Stop Centers for outreach information as part of our kiosk survey. See the latest results below.

Quarterly Marketing Report

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

WEBSITE USAGE:

Total Website Page Views	612,318
Website Users	101,872
Average Session Duration	3:43
Pages per session	3.13
Bounce Rate	52.07%
Sessions	195,804

TOP 10 WEB PAGES <i>(July 1, 2021, to March 31, 2022)</i>	Page Views	Total % of Page Views
Main page	105,855	17.29%
Job Seekers <i>Career Training & Development</i>	32,952	5.38%
Summer Hires	21,765	3.55%
Job Seekers <i>WIOA</i>	20,321	3.32%
Job Fairs	14,293	2.33%
Job Seekers <i>Job Search / Employability Skills Training</i>	13,090	2.14%
Job Seekers <i>Job Search</i>	12,872	2.10%
ECourses	8,425	1.38%
Contact us	7,541	1.23%
Ace	6,302	1.03%

SOCIAL MEDIA:	
Impressions	1,226,494
Engagements	16,087
Total Followers	9,643
Total Net Follower Growth	738
Clicks	8,903
Total Messages/Posts	456
PUBLIC RELATIONS	
Number of Press Releases	54
Reporter Inquiries	93
Positive Viewers/Reach	1,716,692
Positive Stories Published	52
Earned Media dollar figure	\$96,180

2021-22 Community Survey

The Marketing/Public Relations team sent out the 21-22 *Community Survey* via the CSTB external newsletter and via press release. The survey is also located on the CSTB main website. The last *Community Survey* was completed 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 is posted on the CSTB website, social media pages and done via an email blast.

Employer survey <https://www.surveymonkey.com/r/QJ57VZV>

Job Seekers: <https://www.surveymonkey.com/r/QQ5LBPP>

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 July 2021 to February 2022.

How did you hear about CSTB?	
Other <i>Other comments top responses:</i> <ul style="list-style-type: none"> Friend, former employee, used CSTB previously, state of Florida 	46.8%
Referral from another Agency	31.2%
Digital Marketing (computer/phone)	9.2%
Social Media	7.3%
Print Media (Newspaper, Magazines)	4.6%
Television	.9%
Billboards	0%
Radio	0%

Program Support:

Marketing:

- *ACE Program*: Marketing supported the program by developing flyers, website updates, and press releases. On April 4, 2022, marketing sent a direct email to generate interest to launch ACE 2.0.
- Relaunch the *Professional Networking Group*
- *GED Graduation Event, December 2021*
- *Get There Faster Grant and Troops to Technician Program Launch* email marketing sent out on March 30, 2022.
- *Tampa Bay Summer Hires*:
 - Helped register 75 businesses for a Business Information Session in March.
 - In February, helped register nearly 200 registrants for Youth Information sessions.
 - In February sent 3,772 emails promoting Summer Hires Kick-Off and registration.
 - In January promoted *Employer Information Session* with 104 registrants and more than 4,300 emails.

Event Planning:

- The CSTB Marketing/Public Relations team fully supported 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 on January 10, 2022.

Advertising/Outreach:

- In January, an advertorial appeared in the *Tampa Bay Business Journal* promoting the *Vision 2022* event. The advertorial was reprinted in the April CSTB External Newsletter sent out on April 24, 2022.
- *The Tampa Bay Business Wealth* advertorial featured a story about the CSTB Regional Skills Analysis.
- CSTB is advertising heavily in the second half of 2022 (February to June) as part of the General Marketing/Outreach plan using radio, tv, billboards, and digital marketing.

Website Updates:

- A New CSTB website is in the final stages of preparation. We are on track to release a new main CSTB website by July 1, 2022. This project started in July 2021.
- 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

- 84 Lumber Hiring Event, April 2022
- Hiring Event Phi Beta Sigma & St. John Cathedral, April 1st
- Hiring Event for Restoration Hardware, April 13th
- CSTB to Host Hiring Event for Financial and Professional Services Industries April 8th
- CSTB Hosting Hiring Event for Tampa Water Street & JW Marriott on April 12th
- CSTB to Host Amazon Employment Information Sessions on April 6th
- Aircraft Maintenance Tech Certification Training for Veterans March 30, 2022
- CSTB to Host Virtual Child Care Job Fair on April 5, 2022
- 400 Jobs available at CSTB Job Fair on March 22, 2022
- CSTB to Host Amazon Hiring Event in Ruskin on March 17, 2022
- In-Person Hiring Event on March 2, 2022 (Manufacturing and Logistics)
- CSTB to Host Hillsborough County Public Schools Job Fair - Ruskin on Feb 23, 2022
- CSTB to Host Multiple Amazon Hiring Events in February
- 400 Jobs Available at CSTB Job Fair on 02.22.2022
- CareerSource Tampa Bay is Hosting Its First of the Year Recruitment Event in January
- End of the Year Job Fair, December 14, 2021
- Paychecks for Patriots (Veterans) October 2021
- Bay Area Manufacturers Association (BAMA) in-person hiring event on 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 on 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 3.31.2022

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 - March 31, 2022:

Maintain & Develop New Linkages



10 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
10. Bay Area Community Resource Center

30%
increase of
partners in
network



Total connections received from
portal portal:

97
connections were made



Including:

35
partner organizations
received connections for
housing assistance.



76
connections were
made by CSTB.

Net Promoter (Job Seeker) Results:

Time Period: February 2022

- 4,157 total surveys were sent out with 533 responses received for an average rate of 13%.
- Regional NPS (**50%**) scores have exceeded target almost each month of the 30% goal:
 - December Regional NPS score: **48%**
 - January Regional NPS score: **48%**
 - February Regional NPS score: **50%**

61.43%

of Job Seekers rated
received help from CSTB in attaining
new employment to be very valuable to
extremely valuable.

Employer Results:

- 1,428 total surveys were sent out with **113 responses** received for an average rate of 7.9%.
- **43.8%** of employers listed CSTB as a top 3 resource for recruiting qualified candidate for this program year.
- **50%** of employers rated CSTB services as Effective, Very Effective, or Extremely Effective.
- **56.25%** of employers rated the CSTB staff as Extremely Professional to Professional.



Information Item

Updated CSTB Policies

Programmatic policies are administered by the CSTB Director of Policy and Special Projects. The Director and his/her designee reviews all relevant USDOL ETA Training Employment Guidance letter and Training Employment Notices to determine if there is a need for a policy or policy revision.

When a need for a new or revised policy occurs, the CareerSource Florida Strategic Policy and Performance Team and DEO's Division of Workforce services Bureau of One Stop and Program Support receive the policy assignment. Administrative policies are issued from DEO, while strategic policies are issued from CareerSource Florida. Both types are reviewed by the CareerSource Florida Policy Development Workgroup to ensure that they align with the key characteristics of the Policy Development Framework prior to dispersing to Florida's 24 LWDBs. LWDBs are responsible for adapting the issued policy to a local level within their region.

Modification of a policy could include but is not limited to minor revisions or major changes at federal, state or local level. Policy updates are minor revisions needed to preexisting policies that do not affect the intent or objective of the policy, which may include:

- Clarify points outlined in the initial policy
- Restructure the initial information in the policy for a better flow, description, or explanation
- Corrections to existing definitions, punctuation, spelling, or agency titles
- Addition of new definitions
- Incorporating attachments to assist in policy statements or clarification

As policy modifications are made as indicated above, CSTB staff have authority to make required changes and disperse to management and staff.

Outlined below are the existing CSTB Board approved policies that have been modified during Quarter 3 (January 1, 2022 through April 30, 2022):

Policy Title	Policy #	Revision Date	Language Update/ Addition
Migrant Seasonal Farmworker (MSFW) Registration and Agricultural	020-C0106	7/1/2022	Replaced mentions of the CSTB Partner Portal with the Unite Us Platform. CSTB is currently using the Unite Us platform in conjunction with the Partner Portal until the full transition on 7.1.2022.

Employer Services			
Support Services	020-C0100	7/1/2022	Replaced mentions of the CSTB Partner Portal with the Unite Us Platform. CSTB is currently using the Unite Us platform in conjunction with the Partner Portal until the full transition on 7.1.2022.

All CSTB policies can be viewed in full on the CSTB website (<https://www.careersourcetampabay.com/reports-and-publications/>) located under the “Reports and Publications section under “About Us”



Information Item # 6

R15 DEO Quality Assurance Monitoring Review Program Year 21-22

Overview:

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

DEO is scheduled to conduct our PY 21-22 virtual programmatic monitoring review during the week of 4/11/22 – 4/15/22. DEO has provided sample files, a total of 172 was provided for this program year and below is the distribution of sample cases by program. The DEO Preliminary Summary Report of any findings or other non-complaint issues is tentatively scheduled for 4/15/22.

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



Information Item

Training Program Updates

Information

CareerSource Tampa Bay requires training vendors to submit updated performance costs and data worksheets to report changes within approved training programs.

Access Computer Training reported changes for the following programs:

Program Name	Original Total Cost	Updated Total Cost	% change	Explanation
Security+ Certification Prep (SEC+CERT)	\$2,545.00	\$3,000.00	18%	Program hours increased from 42 to 48. Prices of books, material and testing included in tuition increased as well.
A+ Certification Prep (A+ CERT)	\$4,545.00	\$5,500.00	21%	Program hours increased from 84 to 96. Prices of books, material and testing included in tuition increased as well.
Network+ Certification Prep (NET+CERT)	\$2,545.00	\$3,000.00	18%	Program hours increased from 42 to 48. Prices of books, material and testing included in tuition increased as well.

Jersey College reported changes for the following programs:

Program Name	Original Total Cost	Updated Total Cost	% change	Explanation
Practical Nursing	23,940.00	\$24,074.00	1%	Increase in technology fee.

Tampa Truck Driving School reported changes for the following program:

Program Name	Original Total Cost	Updated Total Cost	% change	Explanation
Class A CDL Training	\$5,150.00	\$6,150.00	19%	<p>Due to FMCSA's (Federal Motor Carrier Safety Administration) ELDT (Entry Level Driver Training) rule that went into effect on February 7, 2022, our school has hired additional trainers and gained additional overhead.</p> <p>*Note: Registration fee of \$150.00 included in total training program cost as reported by school however is not covered under WIOA funding. Staff previously issued vouchers for \$5,000, will now issue voucher for \$6,000 if approved.</p>



Information Item

Registered Apprenticeship Programs

Florida Department of Education Approval Letter and Certification for the Registered Apprenticeship are obtained for each apprenticeship program.

Registered apprenticeship programs (the program) are not subject to the “Initial Eligibility” criteria or application requirements and are automatically eligible to be included on CareerSource Tampa Bay’s Eligible Training Providers List (ETPL) for Apprenticeships. The programs are maintained on the ETPL as long as the program is registered or CareerSource Tampa Bay is notified in writing to remove the program from the ETPL.

Automation Strategy & Performance, LLC

Two (2) registered apprenticeship programs have been added to the CareerSource Tampa Bay’s ETPL for Apprenticeships.

The training portion of the apprenticeship programs is completed online and the On-the-Job Training portion will be completed with participating employers.

Program – Course # - Type of Degree or Certificate	Books & Supplies	Tuition	Fees	Total Cost	Duration of Training	Breakdown of Hours
Information Assurance Specialist (Alternative Title: Automation Specialist)	Included	\$8,985.00	N/A	\$8,985.00	3 years	435 RTI hours/6000 OJT hours
Instrumentation & Controls Technician (Alternate Title: Controls Technician)	Included	\$11,980.00	N/A	\$11,980.00	4 years	435 RTI hours/6000-8000 OJT hours

Knowledge Quest dba Learning Alliance Corporation

Learning Alliance Corporation is currently an approved training provider with training programs included on CareerSource Tampa Bay's ETPL. Their current training provider agreement is good thru 6/30/2023 for their non-apprenticeship training programs.

Six (6) registered apprenticeship training programs have been added to the CareerSource Tampa Bay's ETPL for Apprenticeships.

Learning Alliance will be conducting the training portion (available on-line and in-person) of the apprenticeship and the On-the-Job Training portion will be provided by participating employers.

Program – Course # - Type of Degree or Certificate	Books & Supplies	Tuition	Fees	Total Cost	Duration of Training	Breakdown of Hours
Computer Support Specialist (Alternate: Information Technology Technician)	N/A	\$5,000.00	N/A	\$5,000.00	1 year	140 RTI hours / 2110-2480 OJT hrs
Cybersecurity Support Technician	N/A	\$5,000.00	N/A	\$5,000.00	1 year	160 RTI hours / 2000 OJT hrs
Database Technician (Alternate Title: Cloud Administrator)	N/A	\$5,000.00	N/A	\$5,000.00	1 year	160 RTI hours / 2000 OJT hrs
Digital Marketer (Alternate Title: Internet Marketing Specialist)	N/A	\$5,000.00	N/A	\$5,000.00	1 year	144 RTI hours / 2000 OJT hrs
Multimedia Producer (Alternate Title: Technical Director)	N/A	\$5,000.00	N/A	\$5,000.00	1 year	144 RTI hours / 2000 OJT hrs
Telecommunications Technician (Alternate Title: Broadband Technician)	N/A	\$5,000.00	N/A	\$5,000.00	1 year	160 RTI hours / 2000-2500 OJT hrs



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.

Recently, CSTB has received an extension through March 31, 2023 to operate the grant in our area. With the recent DEO grant extension approval, the NDWG grant has two components available for jobseekers:

- Added component is occupational skills or upskilling an eligible NDWG participant to return to work. The traditional Special Grants team will manage the 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:

- Relaunch of program to inform the community and non-profit organizations of the extension
- 69 total Hillsborough job seekers served under the NDWG grant to date.
- In PY 21-22 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. 20 Job Seekers started their employment in PY21-20. Disaster Relief employment has assisted Hillsborough job seekers with a total of \$152,850 in earnings.
- 9 job seekers started Occupational Skills Training for total expenditures of \$51,540.
- Grant budget: \$843,937 Spend to date: \$447,941 Remaining: \$395,997 thru March 31,2022

Employer Partners and Worksite Opportunities:

- | | | | |
|---------------------------|------|-------------------------------|------|
| • Feeding Tampa Bay | = 2 | • United Food Bank Plant City | = 2 |
| • Metropolitan Ministries | = 16 | • Total current openings | = 22 |
| • CSTB | = 2 | | |

Two 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 two (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 as well as Tech Works pre-apprenticeship program.

TQA Grant activities are:

- 21 total Hillsborough job seekers served under the TQA grant to date.
- 10 new job seekers enrolled in April
- All grant participants dually enrolled into WIOA formula funds to cover full training costs.
- TQA is a 4-year grant depending upon funding availability thru June 2024
- Grant budget: \$79,000 Spend to date: \$12,600 Remaining: \$66,400 thru March 31, 2022

TechBoost: The second H-1B grant is 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

- Leadership established a Grants coach position to assist and manage grant services partnering with WIOA coach and team for dual case management. An individual was hired; however, transitioned to another grant position shortly after. Position is re-posted and targeted to start in Q4.
- 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.
- The TechBoost grant is a multi-year award through Clark University and will run through 2024 depending upon funding availability. New agreement will commence July 1, 2022.

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:

- Program Coordinator and Career Coaches hired and receiving continuous training.
- Grant planning and implementation have been underway during first full quarter of 2022. Staff have been working with MacDill base to coordinate services and referral as well as partnership between the Bridge program and Get There Faster grant services. Additionally, planning meetings have been held with Pemco/Airborne, MacDill base staff, CSTB and other key stakeholders to launch “Troops to Technicians”, a key initiative under the Get There Faster grant.
- Marketing Campaign has successfully been launched
- Staff have attended the below events to create awareness and promote the “Get There Faster” Grant
 - MacDill Air Show (3 Day Event)
 - East Tampa Community Job Fair
 - South Hillsborough Future Career Academy
- Staff have completed the below Media activities
 - ABC Morning Blend

- Podcast to Promote Veterans Programs
 - Interview for an article with 83 Degrees Media
- 11 Prescreens received with 4 intakes completed.
 - Referrals to OJT employers have been made with pending placements in May 2022.

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

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

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

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

Class Starts to DATE:

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

Full Breakdown of available ACE 2.0 Classes:

Current ACE 2.0 Training:

Digital Marketing: 8 weeks

Cyber Security: 12 weeks

Front End or Software Development: 12 weeks

Business Operations Specialist: 9 weeks

Aircraft Electronics Technician: 12 weeks

CNC – Milling, Programming and Operations: 10 week program

TechWorks – Help Desk, IT Support Specialists: 12 week program

Served under ACE 2.0 to Date:

- 16 participants seated to date
- 16 participants remain active
- 13 employers active in ACE with contracts or contracts in process as employers are re-engaged.
- CSTB is currently working with young adults who completed the ACE pilot program to work on employability skills, update resumes, coach for interviews and employment leads and assist with placement into their selected field.



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