

Workforce Performance Committee Agenda

II. Pledge of Allegiance Tom Aderhold III. Public Comments IV. Action/Discussion Items 1. Approval of Minutes –May 5, 2021, Workforce Performance & Youth Dev. Mtg. Page 2 2. Waiver – Approval of New Training Vendor...... Chad Kunerth, Page 6 3. Training Provider Performance Moratorium Chad Kunerth, Page 8 V. Information Items/Programs Update 2. One Stop OperatorNicole Beverley, Page 21 Training Program Updates Chad Kunerth Page 23 5. Training Vendor Outcome Report PY 20-21Chad Kunerth, Page 27 VI. Reports – Industry Insights b. Educational Partners......Committee Members

VII. Future Business

VIII. Adjournment

Next Workforce Performance Committee Meeting: November 3, 2021





Action Item #1 Workforce Performance and Special Youth Development Committee Meeting Minutes 5.5.2021

CareerSource Tampa Bay Workforce Performance and Special Youth Development Committee Meeting Minutes

May 5, 2021 Date: Location: **ZOOM Meeting**

Call to Order

Chair Rick Bennett called the meeting to order at 9:02 a.m. There was a quorum present with the following Workforce Performance and Youth Development Committee members participating.

Workforce Performance Committee Members in Attendance

Tom Aderhold, Felicia Bell, Rick Bennett, Marcella Blanchett (representative for Mireya Hernandez), Stephanie Brown-Gilmore, John Howell, Steve Morey, Gil Schisler, and Jason Woody.

Workforce Performance Committee Members Not in Attendance

Richard Cranker.

Youth Development Committee Members in Attendance

Tom Aderhold, Dr. Vanity Barr-Little, Felicia Bell, Leerone Benjamin, Dr. Ginger Clark, John Howell, Geordie Hyland, Richard Padilla, Roy Sweatman, Jason Woody, and Ocea Wynn.

Youth Development Committee Members not in attendance

Scott Brooks, and Thayne Swenson.

Staff

Jody Toner, Anna Munro, Michelle Schultz, Michelle Zieziula, Christina Witt, Chad Kunerth, Kay Jefferson, Nicole Beverley, Don Shepherd, Doug Tobin, Anacelis Collazo, Melissa Carroll, and Tammy Stahlgren.

BOCC Liaison

Ken Jones.

Others in attendance

Shellonda Rucker - Dynamic Workforce Solutions, One Stop Operator.

Paul Dunn - Dynamic Workforce Solutions, One Stop Operator.

Nancy Brown - Division of Blind Services.

Public Comments

There were none.

The agenda items are listed in the order of discussion.

► Indicates Committee Action □ Indicates Action Needed

Action Items

- Action Item #1 CSTB Strategic Plan Workforce and Youth Development Committee Goals (Refer to pages 2-8 of the May 5, 2021 Workforce Performance Committee Agenda Packet)
 - A motion to approve changing the employer satisfaction survey scores goal from 25% to 15% for Priority 1, Goal 1.2, Objective 1.2.1.

 Motioned: Leerone Benjamín Seconded: Tom Aderhold

- The motion passed unanimously.
- A motion to approve the Workforce and Youth Development Committee Goals and Objectives for the 2021-2024 CSTB Strategic Plan.

 Motioned: Tom Aderhold Seconded: John Howell

- The motion passed unanimously.
- It was recommended to contact the Department of Defense regarding the STEM initiative.

[Youth Committee Members were only participating on Action Item # 1 to review and approve the Workforce and Youth Development Committee Goals and Objectives for the Strategic Plan. After the vote and discussion, the members exclusive to the Youth Committee left the meeting.

► Action Item #2 Approval of Minutes – February 3, 2021 Workforce Performance Committee Meeting

(Refer to pages 9-23 of the May 5, 2021 Workforce Performance Committee Agenda Packet)

A motion to approve minutes from the February 3, 2021 Workforce Performance Committee Meeting.

 Motioned: Tom Aderhold Seconded: Steve Morey

The motion passed unanimously.

► Action Item #3 Waiver - Approval of Training Program

(Refer to pages 14-15 of the May 5, 2021 Workforce Performance Committee Agenda Packet)

A Motion to approve the training provider's (Access Computer Training, LLC & New Horizons of Tampa Bay) request for a waiver for a new training program addition outside of the application period to the committee.

 Motioned: Jason Woody Seconded: Steve Morey

The motion passed unanimously.

Information Items

Information Item # 1 PY 2020-2021 Workforce Performance Strategic Goals update given by Anacelis Collazo

(Refer to pages 16-27 of the May 5, 2021 Workforce Performance Committee Agenda Packet)

Center Traffic numbers and call center numbers were reviewed. The Brandon Center location will be closing Friday, May 7, 2021. The new location is expected to open to the public on July 1, 2021.

No discussion occurred.

Information Item # 2 Training Program Updates given by Melissa Carroll (Refer to page 28 of the May 5, 2021 Workforce Performance Committee Agenda Packet)

No discussion occurred.

Information Item # 3 One Stop Operator update given by Shellonda Rucker (Refer to pages 29-30 of the May 5, 2021 Workforce Performance Committee Agenda Packet)

No discussion occurred.

Information Item # 4 Training Vendor Outcome Report PY 20-21 update given by Chad Kunerth (Refer to pages 31-34 of the May 5, 2021 Workforce Performance Committee Agenda Packet)

- 15 Training Programs (19% of the total) Exceed all 3 Metrics
- 21 Training Programs (27% of the total) Meet 2 Metrics
- 26 Training Programs (33% of the total) Meet 1 Metric
- 16 Training Programs (21% of the total) Are not Meeting any Metrics

Currently, due to COVID-19, there is a moratorium in place preventing removing providers based on their performance.

Information Item # 5 Wagner Peyser Demographic PY 20-21 update given by Nicole Beverley (Refer to pages 35-37 of the May 5, 2021 Workforce Performance Committee Agenda Packet)

During the period from July 2020 to March 2021 there was an increase throughout several demographic categories when compared to PY 19/20 demographics:

- Slight increase for the age groups:
 - o 0-18 years old
 - o 19-24 years old
- Slight increase for the education groups:
 - No high school diploma
 - Diploma/GED
 - There was a 5% increase of participants having a Diploma or GED
 - Masters
- Slight increase for race/ethnicity:
 - o Hispanic 4%
 - o Black 5%

No discussion occurred.

Information Item # 6 Summer Job Connection 2021 Update given by Christina Witt (Refer to pages 38-39 of the May 5, 2021 Workforce Performance Committee Agenda Packet) There are currently 130 employers, offering 1,010 positions and 420 youth enrolled to date.

No discussion occurred.

Information Item # 7 JPI Update given by Anacelis Collazo

(Refer to page 40 of the May 5, 2021 Workforce Performance Committee Agenda Packet)

No discussion occurred.

Reports-Industry Insights

Economic Development Insight given by Steve Morey

Coming out of the pandemic we're seeing some pent-up demand. Companies are starting to make decisions and they're calling us about the opportunity to relocate or expand into Tampa. Our numbers are down as far as expansion projects with existing Hillsborough county businesses, we believe that's just a lag and it will start to increase in the next couple of months.

We've had some real big wins including Suzuki and Signode. The Transit Packaging Division of Crown Holdings, Inc., is relocating its corporate headquarters to Tampa and that is a massive company and they're moving over 200 employees, their entire headquarters, from Chicago to Tampa.

Educational Partners

No update provided.

Other Industry Sectors given by Rick Bennett

We have seen a lot of growth in the insurance field over the past year, especially serving Medicare under 65.

The American Recovery Act that was passed by Congress and signed by the President to extend open enrollment for CA plans. Anyone who has been unemployed for any amount of time and has received help from somebody like CareerSource Tampa Bay, is now eligible for now is eligible for the best priced plans, no matter what their income level is. We need to encourage anyone who has been a CSTB client of any sort to take advantage of Health Insurance because it's almost free for a lot of people right now. The new administration is wanting to put some efficiencies in place to make sure that healthcare is attainable for everyone, and there's a good Cobra benefit that has not been a part of the health care industry.

Future Business

None.

Adjournment

The meeting was adjourned at 10:16 a.m.

Minutes prepared by Tammy Stahlgren, Administrative Services Coordinator.



Action Item # 2 **Approval of Training Program**

CareerSource Tampa Bay accepts new training vendor applications and program addition applications during the 1st quarter of the program year (July-September).

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
- Limit training programs to those with a minimum entry level wage rate of \$15.25 per hour* (based on annual regionally adjusted wage rate)

Does not meet the minimum entry level wage rate Does not meet completion rate of 70%

Hillsborough Community College

Hillsborough Community College submitted a Program Cost and Performance Data Worksheet for the following programs:

Courses/Certificate/Diploma Programs

Program – Course # - Type of Degree or Certificate	Books & Supplies	Tuition	Fees	Total Cost	Duration of Training	Completion Rate	Average Wage at Placement	RTOL 21-22 Entry Wage Rate*
CompTIA A+ Certification Fast Track	Included	\$2,100.00	Included	\$2,100.00	60 hours	79%	\$15.76	\$24.29
Microsoft Data Analyst Associate Certification (ECX- 8048)	Included	\$1,990.00	Included	\$1,990.00	48 hours	80%	\$16.80	\$15.76
CompTIA A+ Certification Job Readiness Skills	Included	\$2,900.00	Included	\$2,900.00	108 hours	76%	\$15.76	\$24.29
Aircraft Electronics Technician (AET) Certification Program	Included	\$3,155.00	Included	\$3,155.00	12 weeks	N/A – New Program	\$17.00	\$16.75
PCAP: Python Programming Certification	Included	\$1,699.00	Included	\$1,699.00	48 hours	N/A – New Program	\$39.00	\$43.40
CNC Production Specialist (Milling, Programming & Operations)	Included	\$1,995.00	Included	\$1,995.00	8 weeks	N/A – New Program	\$17.52	\$17.52

Legend:

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

Concorde Career Institute

Concorde Career Institute submitted a Program Cost and Performance Data Worksheet for the following programs:

Courses/Certificate/Diploma Programs

Program – Course # - Type of Degree or Certificate	Books & Supplies	Tuition	Fees	Total Cost	Duration of Training	Completion Rate	Average Wage at Placement	RTOL 21-22 Entry Wage Rate*
Patient Care Assistant	Included	\$3,445.00	Included	\$3,445.00	20 weeks	N/A – New Program	\$13.41	\$11.34
Phlebotomy	Included	\$1,378.00	Included	\$1,378.00	8 weeks	N/A – New Program	\$13.10	\$13.10
Sterile Processing Technician	Included	\$2,067.00	Included	\$2,067.00	12 weeks	N/A – New Program	\$16.18	\$11.53

Legend:

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

Recommendation: Staff is presenting the aforementioned training provider's training program additions to the committee for their review and approval.



Action Item #3

Training Provider Performance Moratorium

Per WIOA Section 122(b)(3), a Local Board, through local policy, may establish additional criteria and required information for program eligibility within its Local Area. This may include setting required levels of performance as criteria for training providers (and their programs) to become or remain eligible to provide training services programs in that Local Board's particular Local Area.

On October 10, 2018, the Workforce Solutions Committee approved the additional Training Provider requirements effective July 1, 2019. On November 15, 2018 the Board of Directors approved the additional Training Provider requirements effective July 1, 2019. CareerSource Tampa Bay added the following training provider performance requirements in order to maintain continued eligibility:

- a) Employment Rate. Each program will maintain a 70% rate of employment for all students that received CSTB funding assistance. This rate will be inclusive of those that did not complete training. Under this requirement both full and part time employment and employment outside the field of training will be considered as a positive outcome. Employment rate is measured by those who gain jobs within 180 days of the completion of training.
- b) **Completion Rate**. Each program completion will maintain a 65% completion rate per training program.
- c) Wage Rate. Currently, each training program must meet the minimum entry level wage rate in effect for the applicable period. This wage rate is adjusted annually by the State based on the Florida Price Index in effect for CSTB or otherwise established by CSTB Board of Directors.

NOTE: We also limit new program to 12 enrollments until performance is established.

On May 21st, 2021, the Board of Directors approved a moratorium on the Training Provider Performance Thresholds due to the COVID-19 pandemic and national unemployment crisis. CSTB continued to track the ETPL Training Provider Performance and report out on a quarterly basis and provide to the Workforce Performance Committee, Executive Committee and Board of Directors. This was for reporting purposes only as no decision were made due to the existing moratorium.

HB 1507 will also have an impact on these requirements as Department of Economic Opportunity (DEO) will be establishing performance criteria for the Master Credentials List which will impact the ETPL.

 Initial and subsequent eligibility criteria, based on input from the state board, local workforce development boards, the Department of Education, and other stakeholders, for the Workforce Innovation and Opportunity Act eligible training provider list. This list directs training resources to programs leading to employment in high-demand and high-priority occupations that provide economic security, particularly those occupations facing a shortage of skilled workers. A training provider who offers training to obtain a credential on the Master Credentials List under s. 445.004(4)(h), may not be 684 included on a state

or local eligible training provider list if the provider fails to submit the required information or fails to meet initial or subsequent eligibility criteria. Subsequent eligibility criteria must use the performance and outcome measures defined and reported under s. 1008.40, to determine whether each program offered by a training provider is qualified to remain on the list.

For the 2021-2022 program year, the Department of Economic Opportunity and the Department of Education shall establish the minimum criteria a training provider must achieve for completion, earnings, and employment rates of eligible participants. The minimum program criteria may not exceed the threshold at which more than 20 percent of all eligible training providers in the state would fall below.

Recommendation:

Staff is recommending the Workforce Performance Committee review the existing initial and subsequent performance threshold criteria along with the moratorium and determine next steps.

Options to consider:

- Consider no changes to criteria and moratorium at this time.
- Consider removing the limit of 12 new enrollments for new training programs to maximize customer choice and continue with moratorium at this time.
- Consider waiver of requirements (12 new enrollments & performance outcomes) until HB 1507 DEO threshold criteria is established and implemented.
- Consider allowing additional credit for placements for completers in PY 2021 to count towards performance in PY2122.
- Consider removal of the moratorium and reinstating enrollment & performance outcomes



2020-2021 Workforce Performance Strategic Goals Update

For Period Covering: April 2021 thru June 2021

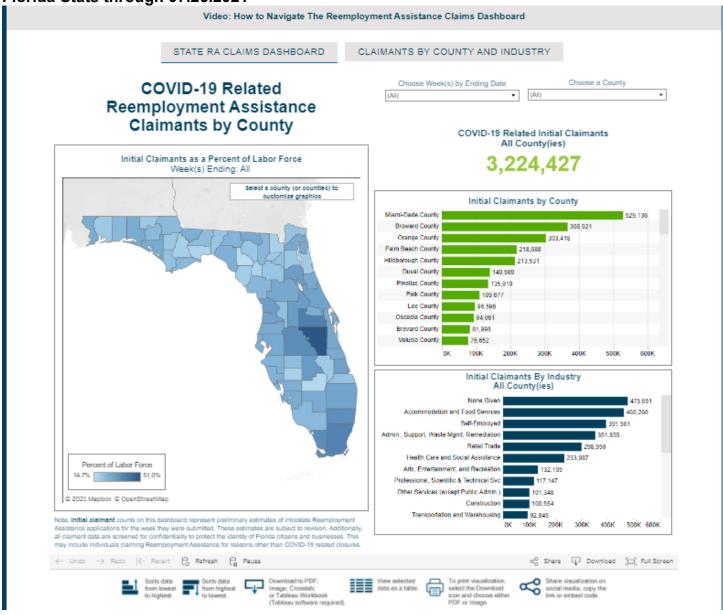
Goal 1: Provide Jobseekers with Expanded Access to Employment and Training Services.

Objective 1: Provide a wide range of workforce resources to jobseekers.

Center Traffic	QTR 1	(QTR 2		QTR 3	(QTR 4	<u>YTD</u>
	July - Sept	O	ct – Dec		Jan - Mar	A	or - June	<u>July - June</u>
2020 - 2021	10,548		9,877		12,104	1	3,235	45,732
Prior PY 19-20	30,210	2	24,433		21,665	4	4,845	81,153
By Location	QTR 4 PY 20-2	21	QTR 4	4 I	PY 19-20)	PY 2	20-21 YTD
Tampa	11,030		4,584			37,145		
Brandon	684		195				4,992	
Plant City	319		13			604		
Ruskin	300		34			714		
Career Prep Center	902		19		2,277		2,277	
Totals	13,235			4,8	845			15,732

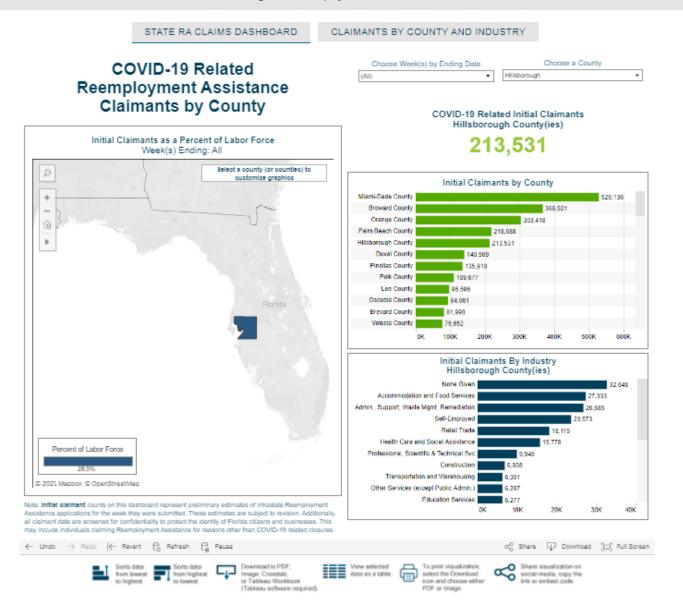
Reemployment Assistance Stats

Florida Stats through 07.26.2021



Hillsborough County Details

Video: How to Navigate The Reemployment Assistance Claims Dashboard



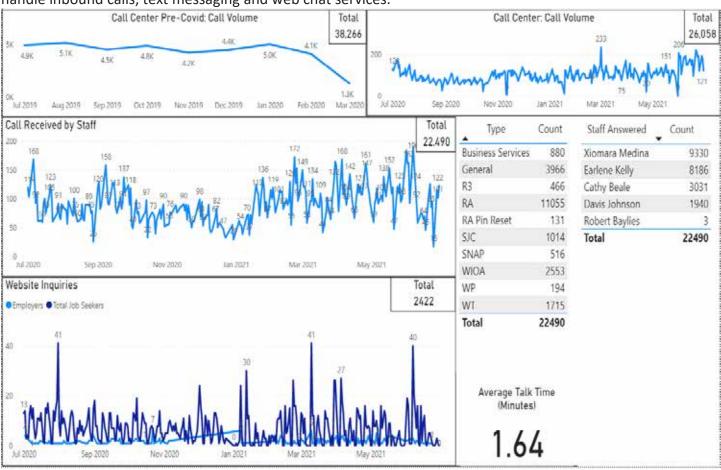
Reemployment Services and Eligibility Assessment (RESEA):

The Reemployment Services and Eligibility Assessment (RESEA) Program is a worker profiling and reemployment services system that identifies new Unemployment Compensation (UC) recipients who are most likely to exhaust their regular benefits before returning to the workforce and involves them in reemployment services as a condition of eligibility to receive RA benefits.

DECEA	Q4 PY 20-21					
RESEA	Registered	Attended	Show Rate	YTD Attended		
Tampa	684	290	42%	1,104		
Brandon	349	147	42%	563		
Plant City	57	13	23%	62		
Ruskin	61	21	34%	82		
Career Prep Center	118	41	35%	131		
Total	1,269	512	40%	1,942		

Objective 2: Maximize the use of technology and online services to meet job seeker needs.

Explore options to implement a multi-channel contact center as an enhanced communication strategy to handle inbound calls, text messaging and web chat services.



Support Employability Skills Workshops and virtual workshops for job seekers in multiple media.

CSTB Employability Skills Workshop Details by Center Q4 PY 20-21					
Center	# Attendees	% by Location	YTD Attendees		
Tampa	0	0%	49		
Brandon	306	100%	908		
Ruskin	0	0%	0		
Career Prep Center	0	0%	0		
Plant City	0	0%	0		
LWDB Totals	306	100%	957		

NOTE: ES Workshop data reflects virtual services only at this time, reflected out of the Brandon office where staff is located.

GOAL 2: Provide a skilled workforce by delivering effective workforce training programs aligned with demand industry sectors.

Objective 1: Increase participation in Occupational Skills Training (OST).

Occupational Skills Training Reporting Period: PY 2021					
Fund Enrolled Served					
AD/DW	198	701			
Youth	11	41			
LWDB Totals	209	742			

CSTB Targeted Industries include:

- Information Technology
- **Transportation and Trades**
- Manufacturing and Logistics
- **Finance and Professional Services**
- Healthcare and Life Sciences
- Hospitality, Retail, and Tourism

Objective 2: Identify training opportunities for targeted industries.

Awarded By	Award Amount	Award Funds to be Applied
Hillsborough County	\$25,000,000	CARES Act (R3 – Rapid Response Recovery); Program ended
		12/31/20
U.S. Dept. of Labor	\$843,937	National Emergency Grant – COVID 19
CareerSource Florida	\$200,000 (PY20/21)	Hurricane Maria (All Industries)
Tampa Housing	\$148,275	JPI Program
United Way Suncoast	\$75,000	Summer Job Connection / WIOA Youth Program
U.S. Dept. of Labor	\$3,796,320.00	TechHire (Information technology /Healthcare) Note: Grant
		Award began 2016; 12 month extension through 6.30.2021
Google Ad Grant	\$120,000 per year	Marketing Ad Credits

USDOL One Workforce	\$30,000	TechQuest Apprenticeship
(Co-Application with		
Clark University)		
Community	\$30,000	COVID-19 related expenses; Program ended 12/31/2020
Foundation of Tampa		
Bay		
Hillsborough County	\$609,000	Apprenticeship to Career Empowerment (ACE) Program
ВОСС		

Grants Applied	Amount	Targeted Program
GTE Foundation	\$14,530	Summer Job Connection
Suncoast Foundation	\$25,000	Summer Job Connection
Mosaic Community	\$100,000 per year	Summer Job Connection
Investment Program	for 5 years	
United Way Suncoast	\$75,000	Summer Job Connection PY 21 22
Bank of America	\$50,000	Summer Job Connection
Economic Mobility		
USDOL One Workforce	\$9,990,463	IT Training and Internships
Florida Medical Clinic	\$18,320	Summer Job Connection
Foundation of Caring		
USDOL Pathway Home	\$1,200,000 (CSTB	Reentry services
2 (Co-Application with	Budget)	
CareerSource		
Suncoast)		

Objective 3: Identify training opportunities for targeted industries.

PY 20-21 Regional Targeted Occupation list can be found here, https://www.careersourcetampabay.com/wp- content/uploads/2020/06/R15-LTOL-Program-Year-2020-21.pdf

Objective 4: Increase enrollments in Apprenticeship and Pre-Apprenticeship Programs through Department of Education and Industry recognized models.

Apprenticeship Reporting Period: PY 2021					
Fund	Enrolled	Served			
AD/DW	42	283			
Youth	0	0			
LWDB Totals	42	283			

GOAL 3: Develop and Deliver Effective Employer Based Workforce Programs

Objective 1: Increase participation in the On-the-Job Training (OJT) and Paid Work Experience (PWE) programs.

Work-Based Training					
Reporting Period: PY2021					
Туре	PY Q4 Enrollments	PY 2021 Served			
OJT	27	53			
PWE	2	22			
LWDB Totals	29	75			

Objective 2: Encourage employer involvement in the Local Incumbent Worker Training.

Incumbent Worker Training Reporting Period: PY2021				
Type PY2021				
Funding Allocated	\$275,000			
No. of IWT Awards	12			
No. of Trainees:	106			
Amt. Approved for Funding:	\$231,887.00			
Expected Employer Contribution	\$43,098.00			

Objective 3: Encourage employer participation in the Industry Registered Apprenticeship Programs (IRAPs).

CSTB has partnered with Public Consulting Group (PCG) on Tech Quest, a new technology (Information Technology mainly) based apprenticeship program being administered by Clark University and the Department of Labor. We have hosted one public information session and had two internal training sessions for Business Services and some Programs staff. We are awaiting more direction once the IRAP process has been completed.

Objective 4: Provide workforce resources to employers.

Job Orders Reporting Period: Q4 PY 2021					
Activities Q4 YTD					
# of Internal Job Orders Created	8,065	23,416			
# of Employers Posting a Job Order	949	3,706			
# of Job Seekers Referrals to Internal Job Orders 6,019 11,992					

Provide EMSI labor market data to employers at events and when requested by employers and local Economic Development Companies for prospective employers.

Objective 5: Host employer focused and sponsored events-based trends and interests.

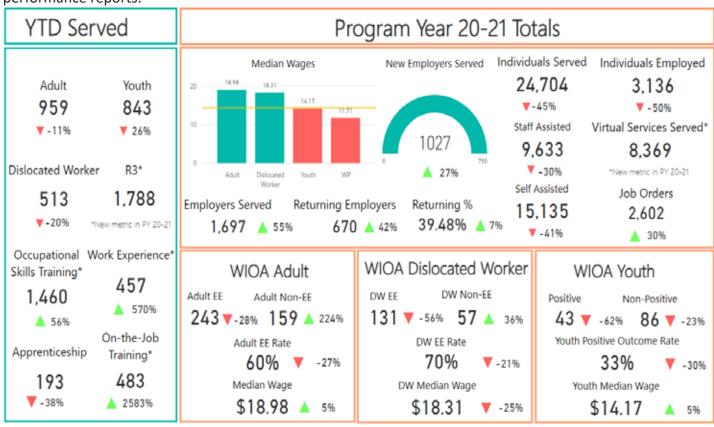
In-House Recruitments				
Reporting Period: Q4 PY 2021				
Activities Q4 YTD				
# of IHR's and Job Fairs	3			
# of Employers Participating	44			
# of Job Seekers Participating	41			

Virtual Job Fairs				
Reporting Period: Q4 PY 2021				
Activities Q4 YTD				
# of VJF's and Job Fairs	3			
# of Employers Participating 176				
# of Job Seekers Participating	653			

- CSTB is hosting virtual job fairs and in-person In-house recruitments to continue to connect employers with local talent.
 - o 6/22 Manufacturing Job Fair
 - o 6/29 HCC Apprenticeship Job Fair
 - 6/29 Veterans Multi-County Job Fair
 - 7/28 Senator Janet Cruz Job Fair

GOAL 4: Effectively Manage Key Workforce Development Performance

Objective 1: Manage workforce development performance through monitoring and analysis of critical performance reports.



Objective 2: Evaluate the effectiveness of programs/services.

* PY 20-21 Occupational Skills Training, Work Experience and On-the-Job Training include training participants of the Rapid Response and Recovery Program (R3).

Secret Shopper: CSTB's One Stop Operator has launched a twelve-month program that launched in October to objectively evaluate service levels provided by staff, both in person and over the

Last Updated 7/1/2021

phone. Each month, a third-party firm will pose as customers and document the interaction of five in-person visits and five phone calls. The emphasis is on CSTB focusing on what we are already doing well, what we can improve upon through continuous improvement of services.

Employer Satisfaction					
Office Answered Effective or Higher Number of Surveys					
LWDB Totals	65%	87			

Note: Employer Satisfaction data from July 2020 – November 2020.

Net Promoter Scores					
Office	NPS Score	Number of Surveys			
Brandon	67%	61			
Tampa	62%	317			
Plant City	67%	6			
CPC	17%	10			
Ruskin	50%	18			
LWDB Totals	56%	678			

Note: Due to center closures, Net Promoter Scores for Brandon and Tampa have been combined. Brandon Center and September data not provided by OSO at time of publishing.

Objective 3: Generate unrestricted funds for the region through programs such as: Department of Health Tobacco Free Florida and Ticket-to-Work Program.

Unrestricted Fund Generation						
Reporting Period: PY 2021						
Program Revenue Generated PY Goal % of Goal Achieved						
Tobacco Free Florida	\$9,375.00	\$16,500.00	56.81%			
Ticket-to-Work \$89,410.00 \$120,000.00 74.50%						
LWDB Totals \$98,785.00 136,500.00 72.36%						

- Tobacco Free Florida (TFF) was added to the SMS Text Directory, as well as outreach to partners explaining the program. CSTB will be adding a TFF notification to entrance kiosks as customers sign into the centers to inform them about the program. The goal is 600 quality referrals made 6500 registered job seekers referred to Florida Department of Health.
- The Ticket-to-Work program has launched a major marketing initiative in the second quarter. The Social Security Administration provided CSTB with a list of 5,000 social security beneficiaries. This campaign will include efforts such as mailing post cards, robo-calling and individual outreach. Our goal is to assist 40 new customers with disabilities to return to the workforce and reduce their dependency on Social Security benefits.

Goal 5: Effectively Market and Brand Services and Programs

Objective 1: Develop innovative strategies and outreach materials to market various programs.

Goal 5: Effectively Market and Brand Services and Programs

Objective 1: Develop innovative strategies and outreach materials to market various programs.

PUBLIC RELATIONS/MARKETING DASHBOARD OVERVIEW:

In looking at the dashboard figures (see CSTB Marketing/PR Dashboard below), we compared PY 20-21 to PY 19-20. The Marketing/Public Relations team saw positive outcomes in all but five areas of the dashboard tracking. While we saw a decrease in the number of positive stories published from the previous fiscal year, we still saw 227 positive stories published about CSTB in the past fiscal year.

WEBSITE: Recapping the key performance indicators (KPI's) for the CareerSource Tampa Bay (CSTB) main website, we continue to see positive growth on our website page views. There was a 51.76% increase in page views to the (CSTB) website, a total of 1,235,155 website page views in PY 20-21 compared to 813,888 in PY 19-20. We also saw more website users to the CSTB website with 211,315 users, a 53.58% increase from a year ago. We also saw a significant rise in sessions for the website going from 277,431 in PY 19-20 to 415,648 this past year (PY 20-21).

SOCIAL MEDIA: CSTB continues to see healthy increases in social media, with online engagements at 66,061 engagements in the past year, nearly a 46% increase from a year ago. We also saw an increase in social media impressions, or the total amount of people who could potentially see our posts going from 4.2 million in PY 20-21 from 3 million impressions in PY 19-20.

We saw a 16.63% increase in followers across all of the CSTB social media pages. We also saw a significant increase in the people clicking on to our social media posts. We went from 21,427 clicks in PY 19-20 to 30,963 in PY 20-21 a 44.5% year over year increase. This can be attributed to more interesting content where people clicked on the information to get more information.

EARNED MEDIA: We continue to see positive increases in earned media or free publicity from our public relations efforts, where we saw favorable increases in all categories. The public relations efforts resulted in a reach of 6.675 million potential viewers/readers, a 1.79% increase from a year ago.

We saw a 37.5 percent increase in total press releases for the organization going from 77 in PY 20-21 from 56 the previous year. This is the result of greater cooperation between the marketing and programs in promoting events and programs.

More reporters are contacting CSTB for stories. We saw 164 reporter inquires in PY 20-21 that's up 137.68% from a year ago.

The negative stories published in the past year were a result of the press covering changes in the Florida State Workforce System. This was not a result of any new actions but rather stories that brought up actions from a previous administration. Even with negative stories included, CSTB saw a net positive in media coverage with an earned media dollar figure of \$445,719 in PY 20-21, the highest in three years.

PROGRAM SUPPORT: Marketing continues to track the amount of support we provide the organization with a total of 1,982 individual marketing tasks in the last program year. We average around 450 requests a quarter and this includes both internal marketing/PR support and direct support for the CSTB programs.

CSTB MARKETING/PUBLIC RE	CSTB MARKETING/PUBLIC RELATIONS DASHBOARD					
(UPDATED 07/29/2021)						
				Difference		
				from PY 19-20		
	PY 18-19	PY 19-20	PY 20-21	to 20-21		
Total Website Page Views	861,540	813,888	1,235,155	51.76%		
Website Users	203,861	137,590	211,315	53.58%		
Average Session Duration	1:34	3:18	2:57	-10.61%		
Pages per session		2.93	2.97	1.37%		
Bounce Rate	54:08	59.54%	55.59%	-6.63%		
Sessions	372,264	277,431	415,648	49.82%		
Social Media Impressions	<u>321,810</u>	3,004,377	4,267,090	<u>42.03%</u>		
Social Media Engagements	8,425	45,252	66,061	45.98%		
Total Followers	5,943	7,671	8,947	16.63%		
Total Net Follower Growth	1,450	2,150	1,328	44.50%		
Social Media Clicks	0	21,427	30,963	44.50%		
Total messages/posts	0	1,582	1,365	-13.72%		
Number of Press Releases	<u>6</u>	<u>56</u>	<u>77</u>	<u>37.50%</u>		
Number of "Reporter Inquiries	9	69	164	137.68%		
Positive Sent. (NET) Viewers/Reach	269,724	6,558,297	6,675,522	1.79%		
Number of positive stories published	22	251	227	-9.56%		
Positive Earned media dollar figure	\$10,317	\$415,559	\$445,719	7.26%		
Negative media dollar figure		-39,084	-10,000	-74.41%		
Negative Sentiment Viewers/Reach		350,761	1,500,000	327.64%		
Number of Negative stories published	4	12	2	-83.33%		
Neutral Stories				n/a		
Neutral Story dollar figure			\$74,232	•		
Neutral Story Viewers/Reach			957,991	n/a		
Marketing Support Requests/Tasks						
Total Tasks/Requests	0	605	1,982	n/a		



Information Item # 2 **One Stop Operator Update** 08.04.2021

CareerSource Tampa Bay defines 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 Solutions has been our One Stop Operator for the past 1 month. Nicole Beverley, One Stop Operator of EDSI Solutions manages our One Stop Operator contract.

Below is a summary of their accomplishments:

Maintain	1. A total of 566 connections were made using the CareerSource Tampa Bay Agency
Linkages	Quick Connection Form. 149 new connections made since May 2021 through June 2021.
	a) A total of 10 partner organizations received connections.
	b) CSTB made 104 connections, primarily for housing, education, and
	training and CSTB received 26 referrals, primarily from Hillsborough County Social Services, this year.
	2. Currently, having partners complete a partner survey to develop a baseline for
	improvement needed to develop a more beneficial partnership, awareness of CSTB services, and improvements for the partner portal.
	 a) Survey completion is expected to end on August 20, 2021, which will allow for a 30-day response period.
	3. Innovations to the Partner Portal
	 a) Adding the ability to result the outcome of the referral within the partner portal to provide closure for the case managers.
MOU	1. Currently, reviewing to add language encouraging the partners to utilize CSTB in
	person and virtual services.
Partner Meeting	1. Quarterly meeting was held via Zoom on 6/16/2021.
	a) Next meeting scheduled for 06/16/2021.
	2. Partner Spotlight presentations provided by Healthy Start Coalition of
	Hillsborough County – Adolescent & Teen Health Program and Support 4 Caregivers.
	3. Partner Communication included information sharing of update on Brandon center
	location, introduction of new One Stop Operator, job fairs, and outreach/hiring
	events.
Universal	Welcome Center Employability Skills Workshop was created and added for
Design/Barriers	the August 2021 calendar for customers.
to Employment	a) Workshop covers all programs and services available through CSTB.b) Workshop also highlights CSTB's partners, as well.

	Registration for virtual Employability Skills Workshops are now being completed by the customer via Zoom, which allows the customer to receive an automatic confirmation link.
Customer Satisfaction Initiatives	 Net Promoter Survey results 3,293 total surveys were sent out with 788 responses received for an average response rate of 24%. June 2021 Region NPS calculated as 51% vs. goal of 30%. NPS scores have exceeded target every month this program year by at least 20% points. 50% of services sought were for re-employment assistance. Quarterly analysis of comments submitted and the "Big Three" areas for focus identified as Staff Interactions, Services Offered/Needs Addressed, and Ease of Use/Wait Times. June Employer Survey results 2,635 total surveys were sent since July 2020 with 180 responses for an average response rate of 6.8%. 60% of employers listed CSTB as a top 3 resource for recruiting qualified candidates for this program year. 67% of employers rate CSTB services as Effective, Very Effective, or Extremely Effective. 77% of employers rated the CSTB staff as Extremely Professional to Professional.
Secret Shopper Initiative	 In February 2020, CSTB expressed interest in a Secret Shopper service to assist in identifying staff training needs to better meet the needs of individuals receiving services in the (5) Career Centers. Secret Shopper went live on October 19, 2020. There are two surveys questions (in person with a secret shopper visiting each of the Career Centers and a telephone survey evaluating the Call Center experience). Each question is a Yes or No response. CSTB's Career Services Coordinator team and the OSO met in late March to review methods to continue service improvements and enhance the customer experience. The June 2021 report shows:



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.

Hillsborough Community College, Institute for Corporate & Continuing Education: Hillsborough Community College, Institute for Corporate & Continuing Education has been approved for the following changes in program cost:

Program Name	Original Total Cost	Updated Total Cost	% change	Explanation
Project Management Professional Certification	\$1,995.00	\$2,400.00	20%	PMI Project Management Institute has updated the courseware and test The PMBOK edition book and exam has now been updated and price has increased as well.

Academy for Dental Assistants:

Academy for Dental Assistants has been approved for the following changes in program cost:

Program Name	Original Total Cost	Updated Total Cost	% change	Explanation
12 Week Dental Assisting Program	\$2,795.00	\$2,995.00	7%	Tuition increase due to rising prices in supplies and additional personal protective equipment.

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

FleetForce Truck Driving School has been approved for the following changes in program cost:

Program Name	Original Total Cost	Updated Total Cost	% change	Explanation
Commercial Truck Operator	\$5,966.25	\$6,410.00	7%	Tuition increase due to increase in 3rd party DOT medical expenses, increase in cost of books and supplies, increase in cost of training vehicle use.



Approved Training Providers: Renewal Agreements

Background and Information

CareerSource Tampa Bay enters into a formal training provider agreement with each of our approved training providers on the Eligible Training Provider List (ETPL). These agreements have previously been administered annually with a two-year renewal period. Each training provider is required to provide the following annually:

- Provide most recent Florida Education & Training Placement Information Program (FETPIP) Reports to include enrollment, completion, retention, employment rates of students.
- Provide Training Provider Renewal Application.
- Provide Program Cost details (tuition, books, supplies and testing fees) and a copy of current catalog and schedule or website link with required information.
- Provide a copy of a valid license from the Commission for Independent Education (CIE).
- Provide current Liability Insurance with CareerSource Tampa Bay listed.
- Provide a copy of completed W-9 form.
- Remain in compliance with performance, financial and other mandated requirements.

The following CSTB approved training providers completed their renewal application, submitted all required support documentation, and the CSTB training provider renewal agreement was executed for a two-year period of 7/1/2021 thru 6/30/2023:

- Palm Beach Code School, previously Connecticut School of Broadcasting
- Knowledge Quest Education Solutions



Training Program Subsequent (Continued) Eligibility Criteria

On Monday, 7/26/2021, a memorandum was emailed from Department of Economic Opportunity (DEO) regarding the Reimagining Education and Career Help Act (House Bill 1507) and Eligible Training Provider Eligibility. The Reimagining Education and Career Help (REACH) Act has been signed into law and is effective July 1, 2021 and requires the Department of Economic Opportunity to set performance standards for training providers for inclusion on the state's Eligible Training Provider List (ETPL). This includes consulting with the Department of Education to set minimum performance standards for programs eligible for enrollment by individuals participating in WIOA for program year (PY) 2021-2022 and adopting rules to implement the requirements of initial and subsequent eligibility criteria for PY 2022-2023. Rulemaking for initial and subsequent eligibility will be based on input from the state board, local workforce development boards, the Department of Education, and other stakeholders for the Workforce Innovation Opportunity Act (WIOA).

Beginning PY 2021-2022, existing programs on the state and local ETPLs must meet the minimum performance criteria below for all three measures to be approved for subsequent (continued) eligibility to remain on the state and local ETPL(s). A program must have at a minimum 5 participants to determine if they performed successfully, training programs with fewer than 5 participants will remain on the ETPL until there is sufficient data to determine performance outcomes. CSTB has limited new training programs to a maximum of 12 until performance is established.

Subsequent (Continued) Eligibility Criteria

The table below summarizes the REACH Acts minimum performance criteria and CSTB's current performance thresholds:

Measures	Definitions	REACH Performance Thresholds PY 21-22	CSTB Performance Thresholds				
Completion Rate	The percentage of participants who successfully complete the education or training activity when an outcome is recorded in Employ Florida.	60%	65% - This rate will be inclusive of those that did not complete training. Under this requirement both full and part time employment and employment outside the field of training will be considered as a positive outcome.				
Median Earnings - 2nd Quarter After Exit	The median earnings of participants who are in unsubsidized employment during the second quarter after exit from the program.	\$4,498	Minimum entry wage rate of \$15.25 per hour Calculated Quarterly: \$15.25/hour * 520 hours = \$7,930				
Employment Rate - 4th Quarter After Exit	The percentage of participants who are in unsubsidized employment during the fourth quarter after exit from the program. For youth, the indicator is the percentage of participants in education or training activities, or in unsubsidized employment.	70%	70%				



Information Item # 6 **Training Vendors Outcome Report**

Period covering June 2020 thru July 2021

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

Performance Outcome Descriptions:

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



Training Vendor Outcome Report: PY20 21 (June 2020-July 2021)

	_									
				e and also	E 21 - 1 A 51	Total	e o de la d			
			Takal Calkad	Exited without	Exited After	Employed	Employed	A	Camadatian	Dia
Drovidor Novo	Dragram Nama	Antivo	Total Exited	Completing	Completing	Training	Not Training	Average	Completion %**	Placement %**
Provider Name	Program Name Medical Assistant	Active	Training	Training	Training	Related	Related	Wage N/A	0%	,-
Aguilas International Technical Institute		4	1	1				N/A	U%	N/A
Alkianus Canana Callana	Heating, Ventilation and Air	,	,					N1/A	4000/	00/
Altierus Career College	Conditioning (HVAC) Technician	1	1		1			N/A	100%	0%
Aparicio-Levy Technical Center	Firefighting	_	1					N/A	0%	N/A
Armenia Pharmacy Solutions School	Pharmacy Tech Training	2	1		1	1		\$ 16.00	100%	100%
Career Tech	Commercial Truck Driver Training-Cd4	1	2		2	1	•	\$ 39.98	100%	50%
CareerSource Tampa Bay Center	Microsoft Office Specialist (MOS)	2	3	2		1	. 1	\$ 12.87	0%	N/A
Center For Technology Training	Project Management	2	5	1	. 4	1	. 2	\$ 20.96	80%	75%
Center For Technology Training	Web Design Professional	5	2	2			1	\$ 11.00	0%	N/A
Computer Coach Training Center	Business Office Specialist	1	1		1			N/A	100%	0%
Computer Coach Training Center	Cloud Integration Specialist	5	2		2		2	\$ 39.79	100%	100%
Computer Coach Training Center	Cyber Security Specialist	3	1		1			N/A	100%	0%
Computer Coach Training Center	Data Specialist	1	2		2	1	. 1	\$ 30.56	100%	100%
Computer Coach Training Center	Digital Marketing Specialist	1	2		2			N/A	100%	0%
Computer Coach Training Center	Front-End Web Developer	1	1		1			N/A	100%	0%
Computer Coach Training Center	IT Security	2	3		3	2		\$ 21.37	100%	67%
Computer Coach Training Center	IT Service Management	1	1		1			N/A	100%	0%
	Project Management Specialist /									
Computer Coach Training Center	Service Management	2	4		4			N/A	100%	0%
Concorde Career Institute	Dental Assistant-Cd4	2	1		1	1		\$ 15.00	100%	100%
Erwin Technical Center	Practical Nursing	3	4	1	. 3	1	. 1	\$ 19.69	75%	67%
FleetForce Truck Driving School	Commercial Truck Operator	1	1		1			N/A	100%	0%
Florida Career College	Dental Assistant	12	2		2			N/A	100%	0%
	Heating, Ventilation, and Air									
Florida Career College	Conditioning	17	6		6			N/A	100%	0%
Florida Career College	Medical Assistant Technician	22	4		4			N/A	100%	0%
Florida Career College	Medical Front Office and Billing	8	4		4			N/A	100%	0%
Florida Career College	Patient Care Technician Diploma	2	1		1			N/A	100%	0%
Galen College Of Nursing	Nursing-As	6	11	4	- 6	4	1	\$ 21.80	55%	83%
Galen College Of Nursing	Practical Nursing	1	2		2	1		\$ 28.15	100%	50%
Hillsborough Community College	Accounting Technology	1	1					N/A	0%	N/A
Hillsborough Community College	Business Administration-A	1	2		2			N/A	100%	0%
Hillsborough Community College	Clinical Medical Assistant	9	4	1	. 3	2		\$ 14.52	75%	67%
	Commercial Vehicle Driving (Heavy and									
Hillsborough Community College	Tractor-Trailer Truck Drivers)	18	10	1	. 8	2		\$ 18.81	80%	25%
Hillsborough Community College	Welding	2	1		1	1		\$ 18.00	100%	100%
Jersey College	Practical Nursing-Cd4	4	5	1	4	4		\$ 22.64	80%	100%
Jersey College	Professional Nursing	8	8	5	3			N/A	38%	0%
Jersey College	Professional Nursing-As	2	9	3	6	3		\$ 24.01	67%	50%

	Aircraft Mechanics and Service										
National Aviation Academy	Technicians	1	1					N/A		0%	N/A
National Aviation Academy	Aircraft Powerplant Mechanics-Ap	1	2		2		1	\$ 1	4.08	100%	50%
New Horizons Computer Learning Center	Computer Information Systems										
Of Gulf Coast Flori	Manager	1	2		2	1		\$ 5	7.70	100%	50%
New Horizons Computer Learning Center											
Of Gulf Coast Flori	Computer Support Specialist	1	2	1	1			N/A		50%	0%
New Horizons Computer Learning Center											
Of Gulf Coast Flori	Microsoft Office Specialist MOS	1	1	1			1	\$ 1	8.07	0%	N/A
New Horizons Computer Learning Center	Preparation for CompTIA A+	1	11	4	6		1	\$ 1	4.00	55%	17%
New Horizons Computer Learning Center											
Of Gulf Coast Flori	Preparation for CompTIA Network+	1	6		6	1		\$ 1	7.50	100%	17%
New Horizons Computer Learning Center											
Of Gulf Coast Flori	Preparation for CompTIA Security+	1	4		4	1		\$ 1	7.50	100%	25%
New Horizons Computer Learning Center	Preparation For Project Management										
Of Gulf Coast Flori	Professional (pmp) Certification-Cd4	1	14	3	11	4	1	\$ 7	0.41	79%	45%
Pinellas Technical College (PTec) -											
Clearwater	Cosmetology	1	1		1			N/A		100%	0%
Roadmaster Drivers School, Inc.	Commercial Truck Driver	1	12	3	9	4		\$ 1	3.12	75%	44%
Tampa Truck Driving School	CDL A - Truck Driver Training	10	42		42	9		\$ 1	6.49	100%	21%
Tampa Vocational Institute	Call Center/Customer Service	2	1		1			N/A		100%	0%
University Of South Florida-Main Campus-											
Un	HR Management Certificate	8	2		2	1		\$ 1	8.92	100%	50%
University Of South Florida-Main Campus-											
Un	Legal Assistant/Paralegal	1	4	2	2		2	\$ 1	9.85	50%	100%
University Of South Florida-Main Campus-											
Un	Paralegal Certificate	9	2	1	1			N/A		50%	0%
	SHRM Certified Professional or SHRM										
University Of South Florida-Main Campus-	Senior Certified Professional										
Un	Certification	1	2		2	1		\$ 1	8.00	100%	50%
Totals		197	218	37	174	48	15				

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

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

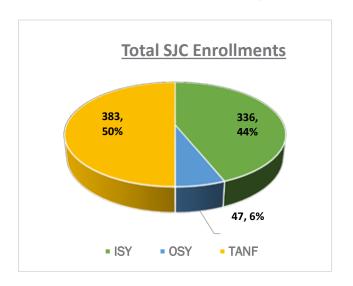
^{**}Completion Rates at or above 65% and Placement Rates at or above 70% are highlighted green.

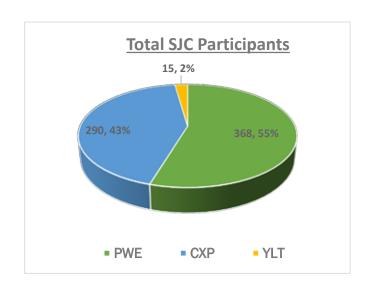


Information Item #7 **Summer Job Connection (SJC) 2021 Update**

Overview:

- SJC Youth applications received **2,487**
- SJC Employer applications received 142
 - o **Positions** 1,050





- Conducted weekly Zoom Lunch & Learns "A Day in the Life" the following participated:
 - Computer Coach
 - Concorde Career Institute
 - Hillsborough County Public Schools
- **YMCA**
- **Ultimate Medical Academy**
- SJC Newsletter https://venngage.net/pl/wemmVecv5dE
- SJC Closeout and Transition of Cases
- **SJC Year End Celebration Awards Ceremony**
 - o Friday, August 27, 2021
- SJC 2022 Preliminary planning underway



Congratulations on reaching the last few weeks of the Summer Job Connection 2021 program! We hope that participating in the program has helped you develop your skills and expanded your knowledge of the world of work! Look out for important information about the last weeks that will come from your Career Coaches.



Summer's almost over, so what's next for you?

If you will be out of school this fall, CSTB has a young adult program that runs yearround. Reach out to your Career Coach or visit www.CareerSourceTB.com/jobseekers/young-talent-tampa-bay/ for more information on how to sign up.

A look back at some PWE Participants at their first day of work!











END OF PROGRAM

As Summer Job Connection comes to an end, we would like to acknowledge all those who supported the program and take a moment to allow you to nominate and acknowledge outstanding Young Adults that have shined this summer. Please take the time out to complete the nomination survey. This year's award categories are as follows:

- Excellence
- Above and Beyond
- Worksite Hero
- Making the Difference

- Shining Star
- Beacon of Hope
- SIC Leadership
- Worksite Hero/Shero

CONGRATS TO RECENT GRADS!

Shout out to all recent SJC High School graduates! If you recently graduated from high school, let us know. We want to recognize you.



Share your summer accomplishments and photos using hashtag #SJC2021 and stay connected with what's happening throughout the summer.

Summer Job Connection 2021 Newsletter | Week 3 & 4

Click the icons to stay connected!









CareerSource Tampa Bay 4902 Eisenhower Blvd., Suite 250 | Tampa, FL 33634 CareerSourceTampaBay.com

Copyright © CareerSource Tampa Bay. All Rights Reserved.

CareerSource Tampa Bay is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers listed on this website may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711.

A proud partner of the American **Job**Center network