



**SFWIB EXECUTIVE COMMITTEE**

**DATE: June 16, 2016**

**AGENDA ITEM NUMBER: 2A**

**MEETING MINUTES**

**May 12, 2016 at 8:15 A.M**

**CareerSource South Florida Headquarters**

7300 Corporate Center Drive, Suite 500 (Conference Room 2)

Miami, FL 33126

<p><b>EXECUTIVE COMMITTEE MEMBERS IN ATTENDANCE</b></p> <ol style="list-style-type: none"> <li>1. Bridges, Jeff, <i>Vice-Chairman</i></li> <li>2. Ferradaz, Gilda</li> <li>3. Garza, Maria</li> <li>4. Gibson, Charles</li> <li>5. Perez, Andy</li> </ol>	<p><b>EXECUTIVE COMMITTEE MEMBERS NOT IN ATTENDANCE</b></p> <ol style="list-style-type: none"> <li>6. del Valle, Juan Carlos</li> <li>7. Gaber, Cynthia</li> <li>8. Piedra, Obdulio, <i>Chairman</i></li> </ol> <p>*****</p> <p><b>SFWIB STAFF</b></p> <p>Beasley, Rick          Almonte, Ivan          Alonso, Gustavo          Garcia, Christine          Graham , Tomara          Jean-Baptiste, Antoinette          Kavehersi, Cheri          Perrin, Yian          Smith, Marian          Smith, Robert</p>	<p><b>AUDIENCE:</b></p> <p>Cela, Jose – SER Jobs for Progress, Inc.</p> <p>Rodanes, Carlos – <i>New Horizons of South Florida</i></p>
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Agenda items are displayed in the order they were discussed.

**1. Call to Order and Introductions**

Vice-Chairman Jeff Bridges called the meeting to order at 8:30am, asked all those present introduce themselves, and noted into record that a quorum had been achieved.

**2. A. Approval of April 14, 2016 Meeting Minutes**

Ms. Gilda Ferradaz moved the approval of April 14, 2016 meeting minutes. Motion seconded by Ms. Maria Garza; **Further Discussion(s):**

Mr. Charles Gibson noted that the numbering in the minutes was off. However, Antoinette Jean-Baptiste explained that agenda items are displayed in the order they were discussed.

**Motion Passed by Unanimous Consent**

Prior to the discussion of item#3, Executive Director Rick Beasley advised the Committee of Chairman Piedra's request for the launch of a paperless strategy of CareerSource South Florida's (CSSF) paperwork flow. As a result, CSSF recently purchased new laptops to be used as substitution of paper agenda packets for Board related meetings.

Ms. Farradaz requested a hard copy of the agenda be provided as well, as it might be challenging for some to navigate each item. However, Vice-Chairman Bridges and Mr. Perez explained that a bookmark feature would be set-up to allow users to jump back to each individual item.

Ms. Ferradaz recommended using the laptops for other functions and/or events.

**3. Information – CareerSource South Florida Career Center 3<sup>rd</sup> Quarter Performance**

Mr. Beasley presented the item and reviewed with the Committee the monthly job placement report.

Mr. Beasley briefly explained the areas he feels need improvement. Mr. Perez inquired about the average wage based on State of Florida instructions. Both Mr. Beasley and Mr. Smith responded \$12.87 (\$13.87).

Ms. Garza inquired about the current retention rate. Mr. Beasley responded that the information was not readily on hand. However, he assured that a report would be provided at a later date. He went on to briefly explain the common measures.

No further questions or discussions.

**4. Information - Workforce Investment Act Common Measure Performance**

Mr. Beasley presented the item and noted that this board was one of 15 that met or exceeded its performance measures. Additionally, this region met 80% of its negotiated measures.

Mr. Gibson requested additional information on the term "literacy" listed in the youth column of the report and how this particular category is measured. Mr. Beasley explained that it's a component of the services this region provides. SFWIB Youth Manager Tomara Graham additionally explained that it is measured based on pre and post TABE testing. She provided further details.

Mr. Beasley continued his discussion by reviewing the report in detail with Committee members.

Mr. Beasley also reviewed in detail the rankings and comparisons among regions.

#### 5. Discussion – 2016 CareerSource South Florida Strategic Plan

Mr. Beasley introduced the item and reviewed with members of the Committee the Strategic Goals for A Changing Economy report. He later requested feedback and the following were provided for each category:

Both Vice-Chairman Bridges and Mr. Perez requested the goals be listed by priority. Mr. Perez additionally added to prioritize goals based on resources and monthly priorities throughout the year. He later commented that the second goal (**Strengthen the One-Stop Delivery System**) is currently “pretty strong.”

Mr. Perez further inquired about current employment trend with regards to the youth population. Mr. Beasley responded the young adults ages 18-24 and youth ages 14-17. Mr. Perez additionally commented on the importance of automation as well as the partnership with Miami-Dade County Mayor for a subsidized employment program.

Vice-Chairman Bridges emphasized the importance of focusing on youth employment. Mr. Beasley emphasized the need of having both employers and job seekers.

Mr. Beasley briefly provided details on funding allocations and restricted dollars for youth programs.

Mr. Bridges reiterated the fact of making those with barriers to employment as a first priority on the list.

Ms. Garza commented on the first goal (**Build a Demand-Driven System with High Employer Engagement and Quality Business Services**) at the fact that the majority of jobs are offered by smaller organizations and small businesses. She recommended offering more engagement with small businesses through outreach. She additionally noted to reach out to the entire local chamber of commerce and she specifically mentioned the Haitian American Chamber of Commerce as one example. She emphasized the importance of going out into the community and provide information on the various services that this region has to offer. And she noted the importance of continuing with CSSF’s presence in the community. She noted that employer’s primary needs are not always resources, but rather assistance. She noted the following questions that should be asked to employers:

- How do you reduce your cost and retain employees?
- How do you maximize resources?

Ms. Garza also explained that if CSSF consistently provide the above mentioned, then the outcome on the growing number of partnered businesses would begin to increase. She recommended creating a survey that would be given before and after in order to monitor the outcome as to whether this agency is bridging the gap. Mr. Beasley shared with the Board the following chambers of commerce that CSSF currently partners with:

- Greater Miami
- South Dade
- Miami-Dade
- Homestead (pending)
- Haitian American (need to confirm)
- Doral Business Council (former member)

Ms. Garza asked whether if they are clearly aware that CSSF are members of their entites. She asked do they include CSSF's logo (brand) in their correspondences and do they refer business clients to CSSF.

Mr. Beasley responded that CSSF is very active with the majority. He provided further details.

Mr. Gibson commented on the importance of reaching out to small businesses. He explained that in reality, most small business owners don't have time to attend chamber meetings/events. He also explained that small business owners are most likely to retain good employees. He subsequently recommended implementing a pilot program that would consist of outreach staff knocking on doors to provide information on the various services CSSF has to offer.

Ms. Ferradaz commented on the importance of working in one team (career centers and headquarters working together). Mr. Beasley shared his feedback.

Vice-Chairman Bridges recommended cultural training for both career center and headquarter staff. This would fall under **Strengthen the One-Stop Delivery System** (Seek Excellent in Customer Service)

Ms. Garza recommended setting aside resources for service providers to have outreach services. She further noted: **“Engage employers that you're not engaged with:”**

- Improving service delivery (especially those with barriers to employment)
- Schedule employer workshops and coffee chats
- Create additional employer incentives

Vice-Chairman Bridges recommended offering tax break incentives to employers. Develop relations with employers in the community.

Mr. Gibson recommended reaching out to small businesses more on a personal level.

Ms. Ferradaz commented on the successes of “word of mouth” strategy.

Ms. Garza recommended developing strategies based on current trends.

Mr. Perez recommended BNI (Business Network International).

Ms. Garza noted another goal she feels is a priority is to “Improve credential outcomes for job seekers) which is listed under **High Return on Investment through Continuous**

**Improvement.** She explained the importance of certifications, particularly the ones that are industry recognized.

Mr. Perez explained that the challenges with certifications are trying to get colleges to accept them. He further commented on the current training vendor list.

Mr. Gibson inquired about the process of engaging employers. He requested a representative from one of the centers to explain.

Mr. Bridges briefly commented on the success of implementing a franchise approach. Mr. Beasley briefly explained the challenges of sharing best practices amongst centers.

Executive Director of Ser Jobs for Progress, Inc. appeared before the Committee and presented the various challenges with finding employment for individuals with barriers to employment. He gave an example of a pyramid; the bulk of people that lost their jobs are on the bottom of the pyramid and the ones at the top are those with barriers to employment. He shared that although small businesses are most likely to hire those with barriers to employment, it is very expensive and time consuming to reach out to that particular group.

Mr. Perez briefly commented on the importance of how to approach employers. He stated the key questions to ask are “Do you have any upcoming projects?” or “What are your upcoming investments?” or “What is your six month to one year goal on expansion?”

There being no further business to come before the Committee, the meeting adjourned at 10:12am.