



**SOUTH FLORIDA WORKFORCE INVESTMENT BOARD**

**ECONOMIC DEVELOPMENT AND INDUSTRY SECTOR (EDIS) COMMITTEE MEETING**

**Thursday, August 16, 2012  
8:00 AM**

Double Tree by Hilton Miami Airport Hotel/  
Exhibition Center  
711 NW 72<sup>nd</sup> Avenue  
Miami, Florida 33126

**AGENDA**

1. Call to Order and Introductions
2. Approval of EDIS Committee Meeting Minutes
  - A. June 21, 2012
3. Information – Consumer Report Card Update
4. Discussion – SFWIB Strategic Planning Update



2.A

**SFWIB - Economic Development and Industry Sector Committee**

*August 16, 2012*

**Minutes of SFWIB Economic Development and Industry Sector Committee Meeting – June 21, 2012**

South Florida Workforce Investment Board  
 Economic Development and Industry Sector Committee  
 June 21, 2012 at 8:00 A.M.  
 Doubletree by Hilton Airport Hotel and Exhibition Center  
 711 NW 72nd Avenue  
 Miami, Florida 33126

<b>COMMITTEE MEMBERS IN ATTENDANCE</b>	<b>SFWIB STAFF</b>	<b>OTHER ATTENDEES</b>
1. Andre “Andy” Perez – <i>Chair</i> 2. Regueiro, Maria Cristina 3. Roth, Thomas 4. Russo, Monica 5. Wiedman, Holly	Beasley, Rick Gomez, Maria Kavehersi, Cheri	Girnun, Arnie – <i>New Horizons, Inc.</i> Quiros, Vivian – <i>Sullivan and Cogliano, Inc.</i>
<b>COMMITTEE MEMBERS NOT IN ATTENDANCE</b> 6. Ludwig, Philipp 7. Brecheisen, Bruce 8. Diggs, Bill		

Agenda items are displayed in the order they were discussed.

**1. Call to Order and Introductions**

Committee Chairman, Andy Perez called the meeting to order at 8:49am, welcomed all those present and asked the members to introduce themselves.

**2. Approval of EDIS Committee Meeting Minutes for April 19, 2012**

Ms. Monica Russo moved the approval of April 19, 2012 meeting minutes. Motion was seconded by Ms. Holly Wiedman; **Minutes Passed with Unanimous Consent**

**3. Information – Consumer Report Card Update**

Mr. Perez presented the item and reviewed with the Committee the Consumer Report Card report for the period of July 1, 2011 through June 30, 2012.

Mr. Roth asked about the current trends and Mr. Perez explained.

**4. Information – Business Roundtable Focus Group**

Mr. Perez introduced the item and SFWIB Business Services Manager further discussed the feedback and recommendations provided by the business panel from the Roundtable Focus Group held on May 2<sup>nd</sup>.

Ms. Holly Wiedman asked about the ethics training. Ms. Kavehersi explained.

**5. Information – Employed Worker Training (EWT) Application**

Mr. Perez introduced the item and Ms. Kavehersi further discussed. She noted that an application was submitted by Salt, Inc., a certified solar contractor business located in Monroe County that will train and upgrade the skills of its employees and it will focus on new point of sale Electronic Service Control (ESC) software system. Based on the projected amount, a total of 11 employees will be trained.

No further questions or discussions.

**6. Recommendation as Approval of Revisions to the On-the-Job Training (OJT) Policy**

Mr. Perez presented the item and explained in accordance with the new law recently passed requiring a 50% expenditure rate on training and training services, staff recommended the proposed revisions to the ITA enrollment policy of which Ms. Kavehersi provided further details and read into record the current revisions.

Ms. Maria Regueiro moved the approval of the revisions to the On-the-Job Training (OJT) Policy. Motion was seconded by Ms. Holly Wiedman; **Further Discussion(s):**

Ms. Russo asked whether there were any union representatives that assisted with revising the policy. Staff responded, “No”.

Mr. Roth inquired about the zoning permit and staff further explained.

Mr. Perez inquired about the minimal years a company is required to be in business in order to qualify for the OJT and Ms. Kavehersi responded.

**Motion Passed Unanimously**

**7. Recommendation as to Approval of the Workforce Investment Act (WIA) Adult and Dislocated Worker Program Individual Training Accounts (ITA) Enrollment Policy**

Mr. Perez read the item into record and noted the recommended changes mandated by Chapter 2012-29, L.O.F.

The Committee had an opportunity to review the policy prior to proceeding with a vote:

Ms. Holly Wiedman moved the approval of the workforce investment act adult and dislocated worker program individual training accounts enrollment policy; Motion was seconded by Mr. Thomas Roth; Further Discussion(s):

Ms. Regueiro recommended staff research the possibility of implementing virtual training.

Mr. Roth requested additional information on the WIA ITA Enrollment Standard table and Mr. Perez further explained.

**Motion Passed Unanimously**

There being no further business to come before the Committee, the Chairman adjourned the meeting at 9:22am.



3.

**SFWIB – Economic Development & Industry Sector (EDIS) Committee**

*August 16, 2012*

**Consumer Report Card Update**

**Information Item**

**BACKGROUND**

The SFWIB ITA Policy requires the monitoring of the performance of SFWIB approved Training Vendors. Accordingly, staff developed and implemented the Consumer Report Card Tool. The tool is an online report that updates ITA performance on a daily basis. The goal of the tool is to function as an “ITA Consumer Report Card,” enabling the consumer (participant) as well as the Career Advisor the ability to check on the success of individual programs and to evaluate the economic benefit per placement by program.

The attached Consumer Report Card table, dated August 6, 2012, indicates that the South Florida economy increased by \$49,612. For every dollar spent on training, SFWIB obtained a return of \$0.77. Eighty-eight percent of training services participants completed classroom training. Of those completing training, 28.57 percent have obtained employment with an average wage of \$13.75. Seventy-five percent of the participants were placed in a training-related occupation. The net economic benefit per placement is \$ 12,403.

*Attachment*

# Consumer Report Card

07/01/2012 - 06/30/2013

Training Agent	Total Outcome	Number of Completions	Number of Placements	% of Placements	# of Training Related Placements	% of Total Training Related Placements	Training Expenditures			Economic Benefit		Net Economic Benefit Per Placement	Value Added per Placement
							Avg. Cost Per Participant	Total Completion Expenditures	Total Expenditure Per Placement	Average Wage	Average Economic Benefit		
College of Business & Technology- West Kendall	1	1	1	100.00 %	-	0.00 %	\$ 8,649.00	\$ 8,649.00	\$ 8,649.00	\$ 14.00	\$ 29,120.00	\$ 20,471.00	\$ 2.37
FastTrain -Kendall Campus	1	-	-	0.00 %	-	0.00 %	\$ 4,113.00	-	-	-	-	-	-
FastTrain -Miami Campus	1	-	-	0.00 %	-	0.00 %	\$ 4,113.00	-	-	-	-	-	-
Florida National College /Main Campus	1	1	-	0.00 %	-	0.00 %	\$ 7,936.72	\$ 7,936.72	-	-	-	-	-
MDCP SCHOOLS (ALL)	2	2	-	0.00 %	-	0.00 %	\$ 1,663.00	\$ 3,326.00	-	-	-	-	-
Metropolitan Trucking and Technical Institute	1	1	1	100.00 %	1	100.00 %	\$ 3,253.00	\$ 3,253.00	\$ 3,253.00	\$ 11.00	\$ 22,880.00	\$ 19,627.00	\$ 6.03
Miami-Dade College	2	2	-	0.00 %	-	0.00 %	\$ 997.73	\$ 1,995.46	-	-	-	-	-
New Horizons	1	1	1	100.00 %	1	100.00 %	\$ 7,878.00	\$ 7,878.00	\$ 7,878.00	\$ 12.00	\$ 24,960.00	\$ 17,082.00	\$ 2.17
The Academy	3	3	1	33.33 %	1	100.00 %	\$ 7,171.17	\$ 21,513.50	\$ 21,513.50	\$ 18.00	\$ 37,440.00	\$ 15,926.50	\$ 0.74
The CDL School, Inc.	3	3	-	0.00 %	-	0.00 %	\$ 3,755.33	\$ 11,266.00	-	-	-	-	-
	<b>16</b>	<b>14</b>	<b>4</b>	<b>28.57 %</b>	<b>3</b>	<b>75.00 %</b>	<b>\$ 4,627.73</b>	<b>\$ 64,788.22</b>	<b>\$ 16,197.06</b>	<b>\$ 13.75</b>	<b>\$ 28,600.00</b>	<b>\$ 12,402.95</b>	<b>\$ 0.77</b>



4.

**SFWIB – Economic Development & Industry Sector (EDIS) Committee**

*August 16, 2012*

**Strategic Planning Workshop Update**

## Discussion Item

### BACKGROUND

On Saturday, June 2, 2012, the SFWIB held its annual Strategic Planning Workshop at Florida National University. The Strategic Planning Workshop was hosted by Don Upton, President of Fairfield Index, Inc. After four hours of collaboration, the Board reached a consensus on the following six project goals for Program Year 2012-2013:

- Project 1:** Ensure Rapid Response Time is in Place
- Project 2:** Create Employers Advisory Council
- Project 3:** SFWIB Staff Communicates/Collaborates with Key Trade Groups and Associations on Critical Talent Needs and Trends
- Project 4:** The Age 16 to 24 Agenda (“16-24”)
- Project 5:** Raise the Bar/One Stop Performance Consistency
- Project 6:** Brand Agenda

Subsequently, at the July 24, 2012 Executive Committee meeting, it was recommended that each committee develop action items and timeline(s) per project. As such, the following two projects were assigned to the EDIS Committee:

### **Project 2: Create Employers Advisory Council**

**The Case for a Council** - SFWIB needs to cut through the complexities of the workforce profession/system to ensure that it speaks the language of the employer and anticipates business needs. OCOG has identified target industry clusters so the Board knows where to begin.

### Questions –

- Has the Board considered the best way to form and engage Councils and align its target industries with those seen in the OCOG report?
- What standards will the agency use to recruit leaders, set agendas, and ensure high-performance meetings?
- What are the attributes of a high performance Council?

## **Project 6: Raise the Bar / One Stop Performance and Consistency**

**Case for a Raise the Bar Agenda for One-Stops** - Focus group data indicates employers may not understand the breadth and depth of resources; outstanding customer service matters most; Board and business customers expect high and consistent standards and outstanding customer service across the region.

### **Questions –**

- What is the best action plan to guarantee that employers understand the breadth and depth of available resources and how to access the resources?
- What is the right approach and improvement process to achieve the highest, most consistent business standards for One Stops and the enterprises counted on to manage them?