



**SOUTH FLORIDA WORKFORCE INVESTMENT BOARD  
EXECUTIVE COMMITTEE MEETING  
THURSDAY, NOVEMBER 14, 2013  
8:15 A.M.**

South Florida Workforce Investment Board Headquarters  
7300 Corporate Center Drive  
5th Floor - Conference Room 3  
Miami, Florida 33126

**AGENDA**

1. Call to Order and Introductions
2. Approval of Meeting Minutes
3. Information --September 2013 Financial Report
4. Information – Cash Reconciliation for October 2013
5. Information – Branding Implementation
6. Recommendation as to Approval to Accept Unemployment Compensation Program Supplemental Funds
7. Recommendation as to Approval to Accept Wagner Peyser Program Supplemental Funds



**SFWIB EXECUTIVE COMMITTEE**

**DATE: November 14, 2013**

**AGENDA ITEM NUMBER: 2A**

**MEETING MINUTES**

**October 8, 2013 at 3:00 P.M**

**South Florida Workforce Investment Board Headquarters**

**7300 Corporate Center Drive, 5th Floor - Conference Room 3**

EXECUTIVE COMMITTEE MEMBERS IN ATTENDANCE	EXECUTIVE COMMITTEE MEMBERS NOT IN ATTENDANCE	OTHER ATTENDEES
<ol style="list-style-type: none"> <li>1. West, Alvin, <i>Chairman</i></li> <li>2. Piedra, Obdulio, <i>Vice-Chairman</i></li> <li>3. Brown, Clarence</li> <li>4. Perez, Andy</li> </ol>	<ol style="list-style-type: none"> <li>5. Fils-Aime, Sr., Daniel</li> <li>6. Gibson, Charles A.</li> <li>7. Marinelli, Frederick</li> </ol> <p><b>SFWIB STAFF</b></p> <p>Beasley, Rick            Alonso, Gus            Garcia, Christine            Hernandez, Juan            Jean-Baptiste, Antoinette            Kavehersi, Cheri            Morgan, Myria            Smith, Marian</p>	<p>***None**</p>

Agenda items are displayed in the order they were discussed.

**1. Call to Order and Introductions**

Chairman Alvin West called the meeting to order at 3:00 p.m., asked all those present to introduce themselves and noted that a quorum had not been achieved.

**3. Information - August 2013 Financial Report**

Mr. West introduced the item and SFWIB Finance Assistant Director Gus Alonso further discussed. He reviewed with the Committee the following highlights to the financial report unaudited accompanying notes for the period of July 1, 2012 through August 31, 2013:

## **Budget Adjustments**

### **Revenues:**

- ✓ Refugee Services –\$15,207 in new transferred dollars
- ✓ Youth Services - \$8,500 transfer
- ✓ Training and Support Services - \$23,707 increase

### **Explanation of Budget Variances**

- ✓ Refugee Services – under spent at 44.5% vs. 66%
- ✓ Training and Support Services – significantly low (1.8% vs. 16.7%)
- ✓ Other Programs and Contracts – low (5.1% vs. 16.7%)

Mr. Piedra inquired about the extension of refugee service contracts and Mr. Beasley provided details, explaining that the refugee service providers receive (“earned”) funds based on the number of placements. Mr. Perez asked whether the refugee services funds are “use it or lose it”. Executive Director Rick Beasley explained and informed the Committee that contracted funds are not released until the state approves them. He further noted that the Miami Dade College Take Stock in Children contract is pending. Mr. Perez requested staff explain why it is still pending and Mr. Beasley provided details.

Mr. Piedra requested staff revise the financials to show the reporting dates/ time period in a header format on each page.

Mr. West asked whether this new budget format reflects the amount set-aside in reserves and Mr. Alonso explained.

[Mr. Clarence Brown arrived; **Quorum Achieved**]

## **2. Approval of Meeting Minutes**

Mr. Obdulio Piedra moved the approval of September 5, 2013 meeting minutes. Motion was seconded by Mr. Clarence Brown; **Further Discussion(s):**

Mr. Piedra requested staff correct two scrivener’s errors to the minutes; the first correction is to remove Chairman Alvin West’s name from the column showing members in attendance on page 1. The second correction is to replace Miami-Dade County with Monroe County on page 2 (third to last paragraph).

### **Motion Passed as Amended with Unanimous Consent**

## **4. Information – Cash Reconciliation for October 2013**

Mr. West introduced the item and Mr. Alonso further discussed.

Mr. Piedra requested an update on the implementation of an ACH system. Mr. Alonso provided an update.

**5. Information – CareerSource Florida Implementation Plan**

Mr. Alvin West introduced the item and Mr. Beasley further discussed advising the Committee that the state unanimously approved the branding name change to CareerSource Florida. Region 23's name change to CareerSource South Florida has also been approved. He further discussed the beginning stages of the branding transition and noted that staff has already begun the process of changing SFW's letterheads and signs. He also advised the Committee that the current name (South Florida Workforce) will remain. He moreover reviewed the following six strategy areas:

- Naming Strategy
- Brand Materials and Universal Implementation Tasks Strategy
- Digital Outreach Strategy
- Communications Strategy
- Internal Brand Orientation Strategy
- Measurement Strategy
- Brand Launch Strategy

Mr. Perez suggested staff register the new name as a trademark. Mr. Piedra concurred.

Mr. West recommended creating a cost implementation analysis to keep track of all costs associated with the implementation of the branding name changes.

Mr. Perez asked whether the state has allocated funding for this implementation and Mr. Beasley responded not at this time.

**6. Information – Impact of Government Shutdown on Employment & Training Services**

Mr. West introduced the item and Mr. Beasley further discussed and read the item into record noting that SFW receives federal funding from the Florida Department of Economic Opportunity (DEO) as a pass-thru entity for the US Department of Labor (USDOL) and, the Florida Department of Children and Families (DCF) as a pass-thru entity for the US Department of Health and Human Services (USDHHS). Furthermore, funding received from the Department of Children and Families is used to operate the Refugee Employment and Training Program. DCF has informed SFWIB that Refugee Program funds will not be interrupted and funds that have been obligated and released can be used to continue operating the programs until those funds are exhausted. Based on this guidance, the SFWIB prepared an analysis of the availability of funding and the projected number of months of operations for which the available funds can be used. Moreover, SFWIB has a minimum of four months of available cash of sufficiently maintained operations. Mr. Beasley also informed the Committee that the state had requested a reduction to SFW's cash availability by \$1million. And he discussed the Temporary Assistance for Needy Family (TANF) funds.

Mr. West inquired about possibilities of being able to borrow from other funding streams, should there be a need for additional funds. Both Mr. Alonso and Mr. Beasley further explained.

Mr. Perez shared his concerns regarding the possible impact of this region's performance. There was continued discussion regarding the possible impact. Mr. Beasley shared his plans for next year's budget.

Mr. Piedra inquired about the amount of career centers this region currently operates and Mr. Beasley responded a total of 14.

Mr. West requested staff create a strategic model showing alternatives as a result of next year's potential funding cuts. The model should include all a list of the career centers and information on the current population (Who, what and where); and overlay. Mr. Beasley responded that he will have staff work on creating this model. Mr. Perez also suggested streamlining the branding implementation all at one time.

Mr. Piedra inquired about the next strategic planning session.

Mr. Perez suggested creating a taskforce to work on the above projects. He also offered to spearhead it. Mr. West requested members of the Executive Committee be a part of the taskforce.

Mr. Perez also recommended the implementation of e-learning.

**7. Information – Startup Quest Entrepreneurial Training Program**

Mr. West introduced the item and Mr. Beasley further discussed providing a brief overview of the start-up quest entrepreneurial training program.

Mr. West asked whether there would be only one commission involved. Mr. Beasley provided details.

Mr. Perez asked which entity is in charge of the program and Mr. Beasley responded.

**8. Approval to Accept Employment Compensation Supplemental Funds**

Mr. Alvin West introduced the item and Mr. Beasley further discussed noting staff's recommendation for the Executive Committee's approval to recommend to the Board to accept \$25,938 in employment compensation supplemental funds.

Mr. Piedra requested staff verify the amount that was shown in the agenda and Mr. Beasley explained that an error was made and that the correct amount should be \$25,938.

Mr. Perez moved the approval to accept \$25,938 in employment compensation supplemental funds. Motion was seconded by Mr. Clarence Brown; **Motion Passed Unanimously**

There being no further business to come before the Committee, the meeting was adjourned at 4:26 pm.



**SFWIB EXECUTIVE COMMITTEE**

**DATE: November 14, 2013**

**AGENDA ITEM NUMBER: 2B**

**MEETING MINUTES**

**October 17, 2013 at 9:30 A.M**

**South Florida Workforce Investment Board Headquarters**

**7300 Corporate Center Drive, 5th Floor - Conference Room 3**

**EXECUTIVE COMMITTEE MEMBERS IN ATTENDANCE**

1. Piedra, Obdulio, *Vice- Chairman*
2. Brown, Clarence
3. Fils-Aime, Sr., Daniel
4. Perez, Andy

**EXECUTIVE COMMITTEE MEMBERS NOT IN ATTENDANCE**

5. West, Alvin, *Chairman*
6. Gibson, Charles A.
7. Marinelli, Frederick

**SFWIB STAFF**

Beasley, Rick  
Alonso, Gus  
Garcia, Christine  
Hernandez, Juan  
Jean-Baptiste, Antoinette  
Kavehersi, Cheri  
Morgan, Myria  
Smith, Marian

<b>OTHER ATTENDEES</b>	
Acedo, Maleidy – <i>Youth Co-Op, Inc.</i>	Marti, Sergio – <i>Miami-Dade County Public Schools</i>
Battle, Jorge – <i>Arbor, E&amp;T Inc.</i>	Mendez, Jessy – <i>Community Coalition Inc.</i>
Barroso, Lupe – <i>Cuban American National Council, Inc.</i>	Morales, Maria – <i>Arbor E&amp;T, Inc.</i>
Beary, Katter – <i>KRA Corporation</i>	Pichardo, Jorge – <i>Youth Co-Op, Inc.</i>
Brown, Delphine – <i>Youth Co-Op, Inc.</i>	Quiros, Vivian – <i>Sullivan &amp; Cogliano</i>
Cambronne, Robert – <i>Youth Co-Op, Inc.</i>	Rodanes, Carlos – <i>New Horizons</i>
Carlena Mitchell, Carlena – <i>Youth Co-Op, Inc.</i>	Rodriguez, Maria – <i>Youth Co-Op, Inc.</i>
Cepeda, Margarita – <i>UNIDAD</i>	Scott, Don – <i>KRA Corporation</i>
Denova, Delvin – <i>UNIDAD</i>	Shebadeh, Jessica – <i>Transition, Inc.</i>
Farinas, Irene – <i>Adult Mankind Organization</i>	Someillan, Ana – <i>Adult Mankind Organization, Inc.</i>
Flores, Oscar – <i>American Advanced Technicians Institute</i>	Subirana, Maria – <i>City of Hialeah</i>
Gaviaria- Lopez, Beatriz – <i>SER Jobs for Progress, Inc.- North Miami Beach</i>	Townsend-Owens, Alice – <i>Transition, Inc.</i>
Gilbert, David – <i>City of Miami</i>	Zerno Miriam – <i>SER Jobs for Progress - North Miami-Beach</i>
Girnun, Arnie – <i>New Horizons, Inc.</i>	
Gonzalez, Ana M – <i>City of Hialeah</i>	
L, Ray – <i>Cuban National Council, Inc.</i>	
Lopez, Sonia – <i>Cuban American National Council, Inc.</i>	

Agenda items are displayed in the order they were discussed.

**1. Call to Order and Introductions**

As a result of the Board meeting lacking a quorum of members present, Vice-Chairman Obdulio Piedra called the Executive Committee meeting to order at 10:23a.m., asked all those present to introduce themselves and noted that a quorum had been achieved. Executive Director Rick Beasley advised the members of the Executive Committee of their authority to approve SFWIB agenda items, except those related to policy and contracts that requires two-thirds vote of members. He additionally noted that the City of Hialeah will continue providing services, but will not receive funding until the full Board approves the item. He read the following items into record for approval:

- **Item # 4.A.** Recommendation as to Approval to Allocate Refugee Program Funds

- **Item# 4.B.** Recommendation as to Approval to Accept Allocation Compensation Supplemental Funds
- **Item# 7.A.** Recommendation as to Approval to proceed with the Project and Negotiate and Award the Auditing Services to McGladrey, LLP.

The Committee proceeded with a vote on the above items. He also noted that staff recommended the extension of Miami-Dade County Public Schools contract to October 31, 2013.

**4.a. Recommendation as to Approval to Allocate Refugee Program Funds**

Mr. Piedra introduced the item. Mr. Beasley further discussed and read the item into record, noting staff's recommendation for the Committee's approval to recommend to the Board to allocate refugee employment and training program funds.

Mr. Clarence Brown moved the approval to allocate refugee program funds. Motion was seconded by Mr. Andy Perez; **Motion Passed Unanimously**

**4.b. Recommendation as to Approval to Accept Employment Compensation Supplemental Funds**

Mr. Piedra introduced the item. Mr. Beasley further discussed and read the item into record, noting staff's recommendation for the Committee's approval to recommend to the Board to accept \$25,938 in employment compensation supplemental funds.

Mr. Clarence Brown moved the approval to accept employment compensation supplemental funds. Motion was seconded by Mr. Andy Perez; **Motion Passed Unanimously**

**7.a. Recommendation as to Approval to Proceed with the Project and Negotiate and Award the Auditing Services to McGladrey, LLP**

Mr. Piedra presented the item.

Mr. Clarence Brown moved the approval to proceed with the project and negotiate and award the auditing services to McGladrey, LLP. Motion was seconded by Mr. Andy Perez; **Motion Passed Unanimously**

**Deferred Items:**

2. **Chairman's Report**
3. **Executive Director's Report**
5. **Youth Council**
- 5.a. **Recommendation as to Approval of an Allocation to the National Flight Academy – Explore Ambition Program for Miami-Dade County Public Schools Student**
- 5.c. **Recommendation as to Approval of an Extension to the Miami-Dade County Internship Program's Completion Date**
6. **Workforce Services Improvement Committee**
- 6.a. **Recommendation as to Approval of the Workforce Services Balanced Scorecard Standard and Performance Measures**

- 6.b. Recommendation as to Approval of the Refugee Short Term Training: Miami-Dade College – Hospitality Program**
- 6.c. Recommendation as to Approval of the Refugee Short Term Training: Miami-Dade County Public Schools - Automotive Program**
- 6.d. Recommendation as to Approval of the Refugee Short Term Training: American Advanced Technician Institute – Automotive Program**

There being no further business to come before the Committee, the meeting was adjourned at 10:26 am.



**SFWIB EXECUTIVE COMMITTEE**

**DATE:** 11/14/2013

**AGENDA ITEM NUMBER:** 3

**AGENDA ITEM SUBJECT:** SEPTEMBER FINANCIAL STATEMENTS

**AGENDA ITEM TYPE:** INFORMANTION

**RECOMMENDATION:** N/A

**STRATEGIC GOAL:** Strong, Timely Reporting Standards for End User Customers and Providers of Services

**STRATEGIC PROJECT:** Raise the Bar/ One-Stop Performance Consistency

**BACKGROUND:**

Per the amended SFWIB By-Laws approved at the Board's January 5, 2012 meeting, the Executive Committee subsumes the role of the Finance Committee. Accordingly, the attached un-audited financial report for the month of September 2013 are being presented to the Executive Committee.

**FUNDING:** N/A

**PERFORMANCE:** N/A

*ATTACHMENT*



**SFWIB EXECUTIVE COMMITTEE**

**DATE:** 11/14/2013

**AGENDA ITEM NUMBER:** 4

**AGENDA ITEM SUBJECT:** OCTOBER BANK RECONCILIATION

**AGENDA ITEM TYPE:** INFORMANTION

**RECOMMENDATION:** N/A

**STRATEGIC GOAL:** Strong, Timely Reporting Standards for End User Customers and Providers of Services

**STRATEGIC PROJECT:** Raise the Bar/ One-Stop Performance Consistency

**BACKGROUND:**

Based on the Internal Control Procedures recommended by the State, the Finance Committee at its April 2, 2009, meeting requested a monthly cash reconciliation report be provided to it. Per the amended SFWIB By-Laws approved at the Board's January 5, 2012, meeting, the Executive Committee subsumes the role of the Finance Committee. Accordingly, the reconciliation report for October 2013 is being presented to the Executive Committee.

**FUNDING:** N/A

**PERFORMANCE:** N/A

*ATTACHMENT*

**South Florida Workforce  
Reconcile Cash Accounts**

**Reconciliation Date: 10/31/13  
Cash Account: 1102 Cash -General Operating Account**

	<u>Amount (\$)</u>	<u>Number of Transactions</u>
Beginning Book Balance	1,044,063.66	
Less Checks Drawn	(4,263,086.89)	224
Plus Deposits		
Checks Voided	146,154.98	4
Deposits	4,753,491.84	40
Plus Other Items	(124.67)	2
Unreconciled Items:		
<b>Ending Book Balance</b>	<b>1,680,498.92</b>	
Bank Balance	2,432,204.83	
Less Checks Outstanding	(751,705.91)	54
Other Items:		N/A
Plus Deposits In Transit		N/A
Transfer to operating		N/A
Unreconciled Items:		N/A
<b>Reconciled Bank Balance</b>	<b>1,680,498.92</b>	
<b>Unreconciled difference</b>	<b>0.00</b>	

Prepared by: Odell J. Ford Jr. 11/5/13  
Odell J. Ford Jr.

Approved by: [Signature]



**SFWIB EXECUTIVE COMMITTEE**

**DATE:** 11/14/2013

**AGENDA ITEM NUMBER:** 5

**AGENDA ITEM SUBJECT:** CAREERSOURCE SOUTH FLORIDA BRANDING IMPLEMENTATION

**AGENDA ITEM TYPE:** INFORMANTION

**RECOMMENDATION:** N/A

**STRATEGIC GOAL:** Strong, Timely Reporting Standards for End User Customers and Providers of Services

**STRATEGIC PROJECT:** Raise the Bar/ One-Stop Performance Consistency

**BACKGROUND:**

On May 22, 2013, the Workforce Florida Board of Directors unanimously approved the brand name and logo, establishing CareerSource Florida as the single, state wide unified brand for Florida's workforce system. This universal brand will apply directly Workforce Florida, RWB's and One-Stop Career Centers, creating aligned brand names and logos system-wide.

The establishment of the unified brand will leverage the collective strength of the system and enhance customer awareness and use of vital employment and training services, providing greater clarity and consistencies about the Florida Workforce Systems mission and roll as well as its contributions to supporting Florida's economy. The South Florida Workforce Investment Board's name will be CareerSource South Florida.

The formal launch of the brand is scheduled for February 2014. Branding Implementation Guidelines for the roll out was received from the Florida Department of Economic Opportunity (DEO). Staff has developed a comprehensive Plan to ensure that Region 23 completes all aspects within the timeline provided.

**FUNDING:** N/A

**PERFORMANCE:** N/A

*ATTACHMENT*

**South Florida Workforce Investment Board (SFWIB)  
Brand Implementation Plan  
CareerSource South Florida (CSSF)**

Revised 11/7/13

Transition Area	Tasks	Responsibility	Due Date	Completion Date	Comments/ Duration
<b>Legal</b>	Complete application for DBA/Business Registration with the Florida Department of State Division of Corporation	R. Beasley / C. Garcia	September 5 ,2013	September 11, 2013	Secured official letter
	Update name on W- 9 Form	G. Alonso	February 28, 2014		
	Update name on Certification of Exemption	G. Alonso	February 28, 2014		
	Update Florida State Vendor List	G. Alonso	February 28, 2014		
	Communicate Statewide Brand Identity to the SFWIB Board and provide updates	R. Beasley	Ongoing	Ongoing	
	Identify Board documents / collaterals that require modifications	R. Beasley	November 20 ,2013		
	Complete Designation of Regional Brand Champion	R. Beasley	November 1, 2013	November 1, 2013	
<b>Stationary and Administrative</b>	Develop project budget and submit to the Executive Director for final approval	G. Alonso / M Smith	November 15, 2013		

**South Florida Workforce Investment Board (SFWIB)**  
**Brand Implementation Plan**  
**CareerSource South Florida (CSSF)**

Revised 11/7/13

Transition Area	Tasks	Responsibility	Due Date	Completion Date	Comments / Duration
<b>Stationary and Administrative Continued...</b>	Secure approvals- select design, coordinate document preparation with Web Designer, request quotes and procure: Letterhead / envelope/ business cards and Director notes.	T. Serrano / M. Bencomo	November 30 ,2013		
<b>Collaterals</b>	Identify all program external brochures and collaterals. (i.e., PPN, Veteran Services, Job Seeker), Employer Services Promotional table covering and Pop - Up Banner Display, etc. Secure approvals- select design, request quotes and procure.	J Hernandez / C. Kavehersi / T. Serrano / M Bencomo	November 20, 2013		
	Identify all divisional internal and collaterals and revise with new branding	All Divisional Managers/ M. Bencomo	January 5, 2014		
<b>Facilities Signage</b>	Identify all agency facilities that will require new signage - (i.e., Career Centers, Access Points, Libraries, Headquarters office etc.) Coordinate document preparation with Web Designer. Secure approvals- select design request quotes and procure.	J. Nguema / M. Bencomo / T. Serrano	November 30, 2013		
<b>Vehicles</b>	Modify 3 Mobile Units wraps with new logo Coordinate design with Web Designer. Secure approvals - select design, request quotes and procure.	J. Nguema M. Bencomo, T. Serrano	December 5, 2013		

**South Florida Workforce Investment Board (SFWIB)**  
**Brand Implementation Plan**  
**CareerSource South Florida (CSSF)**

Revised 11/7/13

Transition Area	Tasks	Responsibilities	Due Date	Completion Date	Comments / Duration
<b>Website</b>	Order domain names / URL's	L. Santis	August 2013	August 19, 2013	
	Select Web design, secure approval and develop program.	L. Santis / M. Bencomo	January 20, 2014		<b>Web design standards provided by DEO</b>
	Order new font - Proxima Nova.	L. Santis	November 15,2013		
	Coordinate Website transition and Launch with Executive Director	L. Santis / M. Bencomo	January 31, 2014		
	Provide staff with new signature and font requirement. Coordinate implementation with Website Launch.	L. Santis	January 31 ,2014		
	Assign new email addresses for Staff and Career Centers and coordinate implementation with Launch.	L. Santis	January 31,2014		<b>URL and email addresses must always appear in lowercase only:</b> <a href="http://careersourcesouthflorida.com">careersourcesouthflorida.com</a> or <a href="mailto:jdoe@careersourcesouthflorida.com">jdoe@careersourcesouthflorida.com</a>
	Provide template for staff voicemails greeting and re-record Career Center auto attendant greeting. Coordinate implementation with Launch.	L. Santis	January 31 ,2014		
	Make changes to all departments external brochures and collateral material that have been identified by the various departments. Prep/set-up documents / materials from for submittal to Printer.	L. Santis / M. Bencomo	December 31, 2013		

**South Florida Workforce Investment Board (SFWIB)**  
**Brand Implementation Plan**  
**CareerSource South Florida (CSSF)**

Revised 11/7/13

Transition Area	Tasks	Responsibility	Due Date	Completion Date	Comments/ Duration
<b>Website Continued...</b>	Create posters with new logo and image for all Career Center, Access Points, Libraries	M. Bencomo	January 30, 2014		
	Modify Press Release/Newsletter, Social media sites with new logo and image.	M. Bencomo	January 30, 2014		
	Notify Miami-Dade County Office of Communications of Brand to update Website	O. Almagro	February 3, 2014		
<b>Communications</b>	Set-up orientation meetings with Partners to inform them about the new brand identity and requirements: Career Centers, Youth Programs and Refugee Programs.	J Johnson, J. Hernandez, M. Morgan, Y. Perrin	December 15, 2013		
	Set up meeting with Center Directors to inform them of Branding project/deadlines. Establish a designated person at the Centers to coordinate the Brand changes internal/ external collaterals) for each center location and provide timeline of when the transition will need to be in place prior to the state's deadline of February	J Johnson, J. Hernandez, M. Morgan	November 15, 2013		
<b>Training</b>	Develop training plan utilizing DEO template and conduct orientation with Career Centers Staff/ Key Partners/Stakeholders	J. Johnson	November 30, 2013		
	Register Board and Career Center staff members in the Department Learning Managements System.	J. Johnson	December 15, 2013		

**South Florida Workforce Investment Board (SFWIB)  
Brand Implementation Plan  
CareerSource South Florida (CSSF)**

Revised 11/7/13

Transition Area	Tasks	Responsibility	Due Date	Completion Date	Comments/ Duration
<b>Training continued...</b>	Conduct Frontline-line Professionals Branding Workshop	J. Johnson	December 15, 2013		
	Set up e-learning course for professional development and training for all Career Center Staff and Board staff.	J. Johnson	December 15, 2013		
<b>Public and Media Relations Outreach</b>	Provide managers with Implementation Plan/ timeline manager with copies of the new brand identity in folders.	O. Almagro	October 30, 2013		Sharing the news of the decision to move to an aligned statewide brand with new regional brand identities and seeking their assistance in reaching those who need to know about the brand change.
	Develop media strategy to inform them of brand identity.	O. Almagro	October 30, 2013		
	Develop strategies to inform stake holders, partners of Region 23 new brand identity	O. Almagro	November 15, 2013		
	Draft e-blast, press release, for Career Centers/ Partners/ Stakeholders and community etc. Submit to Executive Director for approval	O. Almagro	Ongoing		
	Post updates on Social Media (Twitter LinkedIn, Partner listing)	O. Almagro	January 2014		
	Coordinate Launch Event to roll out new brand identity to customers, partners, stakeholders /community.	O. Almagro	February 1, 2014		



**SFWIB EXECUTIVE COMMITTEE**

**DATE:** 11/14/2013

**AGENDA ITEM NUMBER:** 6

**AGENDA ITEM SUBJECT:** UNEMPLOYMENT COMPENSATION PROGRAM SUPPLEMENTAL FUNDS

**AGENDA ITEM TYPE:** APPROVAL

**RECOMMENDATION:** Staff recommends that the Executive Committee recommend to the Board the approval to accept \$5,400 in Emergency Employment and Re-Employment Services Supplemental Funds

**STRATEGIC GOAL:** Strong, Timely Reporting Standards for End User Customers and Providers of Services

**STRATEGIC PROJECT:** Raise the Bar/ One-Stop Performance Consistency

**BACKGROUND:**

On September 13, 2013, the SFWIB received a Notification of Fund Availability (NFA) from the Department of Economic Opportunity for \$25,937 in Employment Compensation Supplemental Funds. On October 29, 2013, the SFWIB received a Notification of Fund Availability (NFA) from the Department of Economic Opportunity for an additional \$5,400 in Employment Compensation Supplemental Funds. These funds are being provided to support local one-stop center staff in informing and assisting customers navigate and use the new Reemployment Assistance on-line claim system (Project Connect).

Staff recommends that the Executive Committee recommend to the Board the acceptance of these funds.

**FUNDING:** Unemployment Compensation Program

**PERFORMANCE:** N/A

*NO ATTACHMENT*



**SFWIB EXECUTIVE COMMITTEE**

**DATE:** 11/14/2013

**AGENDA ITEM NUMBER:** 7

**AGENDA ITEM SUBJECT:** WAGNER-PEYSER PROGRAM SUPPLEMENTAL FUNDS

**AGENDA ITEM TYPE:** APPROVAL

**RECOMMENDATION:** Staff recommends that the Executive Committee recommend to the Board the approval to accept \$77,500 in Wagner Peyser program funds.

**STRATEGIC GOAL:** Strong, Timely Reporting Standards for End User Customers and Providers of Services

**STRATEGIC PROJECT:** Raise the Bar/ One-Stop Performance Consistency

**BACKGROUND:**

On October 23, 2013, the SFWIB received a Notification of Fund Availability (NFA) from the Department of Economic Opportunity for \$77,500 in Wagner Peyser Program Funds. These funds are being provided to assist with the CareerSource Florida branding transition-related costs such as new signage, business stationary, and website updates to reflect the new universal brand.

Staff recommends that the Executive Committee recommend to the Board the acceptance of these funds.

**FUNDING:** Wagner-Peyser Program Funds

**PERFORMANCE:** N/A

*NO ATTACHMENT*