

## Program Review Committee Meeting

WCF Admin Office  
707 Mendham Blvd., Suite 250  
Orlando, FL 32825  
Friday, October 26, 2012  
8:30 a.m.

### MINUTES

**MEMBERS PRESENT:** Wendy Brandon, Dr. Angela Adams, Greg Beliveau (via phone), and Eric Ushkowitz (via phone)

**MEMBERS ABSENT:** Dr. Sanford Shugart, Brian Michaels, Tirso Moreno, and Richard Sweat

**STAFF PRESENT:** Kevin Neal, Leo Alvarez, Tonya Elliott, Anika Holmes, Chad Kunerth, Christine Jolliff, and Kaz Kasal

### WELCOME & CHAIR'S REMARKS

#### Introductions

Ms. Brandon called the meeting to order at 8:40am, welcomed those in attendance and introductions were made. Dr. Adams was welcomed as a possible new committee member and Ms. Elliott introduced herself as the new Communications Director for WCF.

#### Roll Call/Establishment of Quorum

Ms. Kasal established that there was not a quorum present.

#### Public Comment

None offered.

### APPROVAL OF THE MINUTES FROM 9/14/12 MEETING

Ms. Brandon deferred the approval of minutes for the next program committee meeting, since there was not a quorum present.

### INFORMATION/DISCUSSION ITEMS

#### WCF Report Templates

The committee reviewed the "Daily Job Placement Report" for October 24, 2012.

Mr. Neal provided a context with regard to the Daily Placement Report: back in November 2011, DEO announced the development of the Daily Placement Report in response to the Governor's request to attain real time data from the workforce system, as there is up to a 6 month lag in attaining performance measures as spelled out by the USDOL. Mr. Neal indicated that the Daily Placement Report is an enhancement; however there are still significant shortcomings, particularly with the number of available jobs – this number not only pulls available jobs that workforce system posts, but pulls/"spiders" the job openings from other job boards, which many have already been filled. Hence, the jobs available number is over-inflated and skews the ranking by RWB. Ms. Brandon commented that the over-inflated available jobs would affect urban areas more.

Mr. Neal indicated that, per Dr. Shugart's suggestion, staff generated some report templates for alternative

approaches in reviewing the performance data.

Mr. Kunerth reviewed the report templates that he created. Based on Dr. Shugart's suggestion, the over-inflated jobs available number was not used in the development of these templates. The first graph shows the ratios on Placements with RA Claimants, Labor Force, Unemployed, respectively - compared to five other RWBs in Florida, similar in size. Local unemployment statistics were used when compiling these numbers. In each of these three areas WCF is ranking in the middle. Ms. Brandon asked that the charts be rescaled so the trend lines are more apart and easier to see. She also asked that a trend line for placements be added.

Ms. Brandon commented that Miami-Dade seems to be trending downward more than the other five, but has a relatively high ranking on Daily Placement Report – ranking at 8. Mr. Neal replied that DEO found problems with Miami-Dade's reporting.

Ms. Brandon stated that it is valuable to compare with like-size regions. It is also important that we are measuring the right data to make sure we are making progress.

Mr. Beliveau stated that if other RWBs are doing better, we need to mirror what they are doing. We also need to make sure the numbers are valid and we can depend on them. He is glad we are working to get a better handle on the measures and the direction we are going.

Ms. Brandon commented that the layout is good and if the data is from reliable sources then this is good. Mr. Kunerth replied that the data is derived from the local unemployment statistics, which is updated monthly. Mr. Neal affirmed that there is no better data source than this.

Mr. Kunerth reviewed the "Job Seekers Self-identified as Unemployed – September 2012" - this self-identified unemployed number was pulled from EFM. As of September 2012, 5,000 were placed in this region. First chart shows number placed vs. number served (on-line and in office), and the other chart showed number placed vs. number served.

Mr. Beliveau stated that main focus should be to determine if our services are effective – are we getting the job done.

Ms. Brandon suggested a better measurement would be to show of those served in offices, how many were placed and of those utilizing the on-line services, how many were placed.

Mr. Kunerth reviewed two maps "PY 11-12 Staff Assisted Job Seekers" and "PY 11-12 All Assisted Job Seekers" – which shows where job seekers live in our region and who is accessing services. Mr. Neal added that on the staff assisted map, the darker red indicates the highest concentration of job seekers and it is near a one-stop, with the exception of the South Orange Job Vantage office. Mr. Kunerth added the Clermont area is a darker area, but there is no one-stop.

Mr. Neal stated that he and Ms. Nabors are working on creating strategic partnerships with community based organizations throughout the region – so WCF services can be provided at these alternative locations (where job seekers are located closer to) instead of our offices. This will provide a greater outreach in the community to provide our services.

Ms. Brandon commented that these maps are informative, but this could be something the committee periodically looks at. Mr. Ushkowitz concurred; the maps are useful to a degree and provide a good periodic snapshot.

Mr. Kunerth reviewed the "Education Distribution by Program" in pie chart format – this shows the education distribution by program. The percentages of participants with a high school diploma or less in education are approximately: 75% in WT, 65% in WIA and 50% in WP. Mr. Neal commented that he is not surprised with this data – as those in WIA are not as job-ready and may need the additional training vs. the WP participants,

who are more job-ready and are primarily utilizing the job matching function and attending WCF seminars.

Ms. Brandon asked what level of education is needed to fill vacancies. Mr. Neal responded that they are looking to have in place more analytics from the business side and also figuring out how to partner with organizations that develop this type of information. Once we can determine the skills employers are looking for, we can then figure out how to target our services more effectively.

Mr. Kunerth indicated WCF can quickly pull education requirements of employers. Ms. Brandon commented it would be worth looking at to make sure we are aligning to business needs.

Mr. Beliveau stated that with 63% having only a high school diploma or less is a serious concern. Businesses are needing employees with higher skills – both technical skills and also college degrees. Not only does Lake County have available jobs that cannot be filled, but this is an urgent issue in the whole region.

Ms. Brandon advised that we need to make sure services are offered to participants that will help them get the higher skills needed to attain these available jobs. We should also go to high schools and encourage students not to stop at high school, but that they will need further education in order to successfully compete in the job market.

Mr. Neal stated that the next step is working with the community and internally with staff to attain analytic tools to better assess the needs of local employers.

Ms. Brandon asked if employers' needs will be different in each county. Mr. Neal replied yes, employers' needs will be assessed by county.

Mr. Kunerth reviewed the "Numbers at a glance for September 2012"

#### **5-Year Plan Submission Update – preliminary DEO comments**

Mr. Neal stated that after the board approved the 5-Year Draft Plan at the last board meeting, it was submitted to DEO in early October 2012 for their initial review and feedback. DEO responded with a checklist, which staff will be reviewing with DEO at a webinar this afternoon. Most of the questions from DEO relate to the technical parts of the plan. The game plan is to continue seeking public input – the plan is on the WCF website with a mechanism for the public to submit their comments. The final version of the 5-Year Plan will be presented to the December 2012 joint meeting of the WCF Consortium and WCF Board, for their review and approval. Once approved, the final plan will be submitted to the State.

#### **NEW BUSINESS**

##### **H1B Update**

Mr. Neal stated that this is a grant that was awarded to University of Central Florida (UCF) and it is our obligation to run the internship program – 200 internships, over 4 years. This is an opportunity for job seekers who have previous experience in STEM (Science, Technology, Engineering, and Mathematics) related career fields to work at a company in a paid 8-week internship program to demonstrate their existing skills and develop new skills. Mr. Neal explained that we are currently in the implementation part and starting to recruit interns. A flyer has been developed, which the committee reviewed.

Dr. Adams asked if the candidates have to already have a degree. Mr. Kunerth replied no, just STEM related work experience is required. Ms. Holmes stated that they have already identified 36 employers looking for long term employees. Employers will choose the interns in this program.

#### **CHAIRMAN'S CLOSING REMARKS**

Ms. Brandon thanked those in attendance for coming.

**UPCOMING MEETINGS**

The next committee meeting will occur on November 30, 2012 at WCF Admin office.

There being no further business, meeting adjourned at 9:48am.

Respectfully submitted,

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Kaz Kasal  
Sr. Administrative Assistant