



## Career Services Committee Meeting

CareerSource Central Florida  
390 N. Orange Ave., Suite 700, Orlando, FL 32801

Wednesday, October 4, 2017  
8:00 a.m. – 9:30 a.m.

**Conference Call-in phone number: (866) 576-7975 / Participant Access Code: 299848**

***Strategic Goals developed by the Board:***

- *CareerSource Central Florida will become business focused in all efforts*
- *CareerSource Central Florida will identify ways to measure progress and Return On Investment (ROI)*
- *CareerSource Central Florida will become the workforce intelligence organization for workforce development in Central Florida*

Agenda Item	Agenda Topic	Action Item	Info/ Discussion Item	Presenter (other than Chair or Committee Member)
1	Welcome			Dr. Kathleen Plinske
2	Roll Call / Establishment of Quorum			Kaz Kasal
3	Public Comment			
4	Approval of Minutes A. 3/23/17 Career Services Committee Meeting	X		Dr. Kathleen Plinske
5	Information/Discussion/ Action Items			
	A. Review of Career Services Committee Charter		X	Mimi Coenen
	B. Operations Report 1) Program Year 16-17 Performance		X	Robert Quinlan / Bradley Collor
	C. Revised Metric Recommendations	X		Mimi Coenen
	D. Construction Dialogue		X	Nilda Blanco
	E. Meeting Schedule		X	All
6	Other Business A. Updates			Mimi Coenen
7	Adjournment			

**Upcoming Meetings:**

- Board Meeting & Retreat: 11/3/17, 10:00 am to 4:00 pm / Location: 301 E. Pine Street, Suite 900, Orlando, FL 32801
- Career Services Committee Meetings: TBD

**DRAFT**  
**Career Services Committee Meeting**  
**Thursday, March 23, 2017**  
**3:00 p.m.**

**MINUTES**

**MEMBERS PRESENT:** Richard Sweat, Eugene Jones, Brian Michaels, Dorathy Nevitt, Kathleen Plinske, Jim Sullivan and Larry Walter

**MEMBERS ABSENT:** Michael Armbruster, Paul Bough, Wendy Brandon, William D’Aiuto, and Jack Plettinck

**STAFF PRESENT:** Mimi Coenen, Robert Quinlan, Jason Lietz and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> Mr. Sweat called the meeting to order at 3:05 pm and welcomed those in attendance.	
2	<b>Roll Call / Establishment of Quorum</b> Ms. Kasal reported that there was a quorum present.	
3	<b>Public Comment</b> None Offered.	
4	<b>Approval of Minutes</b> 1/19/17 Career Services Committee Meeting	<b>Mr. Sullivan made a motion to approve the minutes from the 1/19/17 Career Services Committee meeting. Mr. Michaels seconded; motion passed.</b>
5	<b>Information/Discussion/Action Items</b> The following was reviewed in the Powerpoint presentation (attachment):  <u>Committee Guide</u> Mr. Sweat referred to the document entitled “Career Services Committee Guide” (attachment) and stated this document serves as a guide for the Committee in its oversight of CSCF’s operations. The guide consists of the Committee charter, meeting structure and the three main operation goals (Placements, High Growth Industries and Youth) and its corresponding metrics and targets. Ms. Coenen added that at each Committee meeting, one of the operations goals will be the focal point of which specific questions on current challenges staff are facing will be presented for the Committee to offer their insight, drawing from their unique backgrounds. Mr. Sweat emphasized the importance of each member’s active participation and the valuable insight and oversight they will provide to help CSCF be more effective toward successful program outcomes and ROI.	

Operations Report

Program Year 16-17 thru 2/28/17 Performance:

Mr. Quinlan reviewed performance thru 2/28/17, stating direct placements are on track slightly above goal, timeliness in filling job orders is tracking well, and the number of repeat business job orders has exceeded goal. Average wage is below goal; however, Mr. Quinlan explained there are two types of jobs: 1) high quantity of lower paying jobs - i.e. an employer with 1,600 call center positions at \$10-\$12 per hour; and 2) specialty high-end jobs. Although, CSCF provides support to employers that provide both types of jobs, there is continued focus to attract employers with specialty, higher paying jobs to help increase average wage rate.

Mr. Quinlan also reviewed HGI expenditures and performance. CSCF is exceeding goals with HGI training completers and number of training completers in non-CSCF jobs. There is continued and concerted focus to place completers into HGI CSCF jobs. Ms. Coenen added that, in efforts to most effectively utilize other resources and leverage funding, CSCF is strengthening its partnerships with adult education organizations- i.e. having these organizations provide training such as English as a Second Language (ESOL) instead of CSCF providing this training.

Mr. Lietz reviewed youth performance goals and provided more current updates to the following:

- 384 youth recruited, which is above goal.
- 169 youth earned credentials – should increase to over 200 in next couple of weeks.
- Although placements are tracking behind, should start tracking in line soon.
- Youth entering training in HGI is tracking behind, as many youth are still working on basic education, then they will go into HGI training.
- Over 100 youth currently active in GED prep courses – many are basic skills deficient (score lower than 9<sup>th</sup> grade level).

Mr. Lietz stated this is the first year CSCF is providing youth services in-house. During second year, there should be an increase in achievements as youth continue to improve and increase their education and skill levels. Mr. Michaels stated that his organization, Division of Blind Services, is going through the same matters with the new WIOA legislation, as well as the changes in the types of data

tracked. Mr. Michaels added that out-of-School-Youth (OSY) is an extremely hard population to keep motivated and committed; the traditional classroom did not work for them, so it is important to continue trying other ways to keep them committed to their goals. Mr. Michaels advised that for now CSCF should continue using their existing metrics on youth program performance and the Committee can re-review in next 4 or 5 months. The Committee concurred. Ms. Coenen added that data can be pulled from youth providers' performance and be compared to in-house performance to start establishing benchmarks. Additionally, track month over month as well same time last year to see peaks, trends and seasonality; especially hiring patterns by HGI industry sectors.

#### Operations Plan

Ms. Coenen referred to the document entitled "Operations – Strategic Goals and Objectives for PY 17-18" and asked the Committee for their review and input. At the Board Retreat next month, strategic planning discussion will help to confirm if these proposed targets are effectively aligned to overall goals.

#### Committee Questions

Ms. Coenen referred to the specific questions with regard to Placements/currently not meeting wage rate goal:

- *What would entice a professional career seeker to CSCF?*

The Committee suggested CSCF become members of professional affiliations and attend their functions, such as the nurses association, to promote CSCF Services and provide testimonials.

- *What have you done to attract experienced talent?*

CSCF is utilizing Indeed and Linked-In, by paying for access to post interchangeable job slots on their systems, 10 and 6 respectively, to attract experienced talent. Interchangeable means that CSCF can switch out different job postings at any time.

- *What are some ways CSCF can connect with education to build a pipeline of new graduates?*

	<p>Currently CSCF is working with Lake Sumter State College on a summer pilot in which:</p> <ol style="list-style-type: none"> <li>1) All new students sign-up in Employ Florida (EF).</li> <li>2) Assistance is provided to every graduate during the month after graduation to get them placed and tracked through EF. CSCF rep works jointly with educator career reps in these efforts.</li> </ol> <ul style="list-style-type: none"> <li>• <i>How can CSCF reposition from being seen just assisting some students with funding to assisting all students with career opportunities?</i></li> </ul> <p>The plan is to roll out above-mentioned pilot with other colleges and universities. Already working with Valencia College and Seminole State College. Increasing the number of degreed talent in EF will raise CSCF's reputation of providing candidates with higher education.</p> <p>Imbedding CSCF staff at colleges and universities to work more closely with the educators' career development specialists is a win-win, especially for the students to help them gain employment more expeditiously and get their career paths started.</p> <p>Ms. Coenen asked the Committee to forward any additional input they may have to Ms. Kasal.</p>	
7	<p><b>Other Business</b></p> <p>Ms. Coenen stated she will be attending the National Association of Workforce Boards (NAWB) occurring on March 25-28, 2017 in Washington D.C. – this will be an opportunity to show the valuable impact the workforce boards provide to the nation's industries and economy.</p> <p>Ms. Coenen stated that CSCF received two responses from the One-Stop Operator RFP of which the review team is currently evaluating. A recommendation will be brought forth to the full board for vote.</p>	
8	<p><b>Adjournment</b></p> <p>There being no other business, the meeting was adjourned at 4:31 pm.</p>	

Respectfully submitted,

Kaz Kasal  
 Executive Coordinator

## **CareerSource Central Florida Career Services Committee Charter**

### **Purpose:**

The primary role of the Career Services Committee is to provide policy guidance and strategic oversight of CareerSource Central Florida's programs and services provided to job seekers and employers.

### **Responsibilities:**

Understand the organization's mission and goals and develop strategies for ensuring that programs and services are aligned with the Board's strategic plan and organizational goals.

- Review and recommend policies that support the Board's strategies.
- Recommend local performance metrics to assess program performance.
- Review and recommend training providers.
- Establish program budget priorities.

### **Skills/Expertise:**

- Experience as a board member, or in program performance, organizational compliance, and service delivery.
- Commitment to developing policies that support successful program outcomes.

### **Structure:**

- Committee members will be appointed by the Chairman of the Board of Directors.
- The Committee will consist of at least three members.
- Members will serve on the Committee until their resignation or replacement by the Chairman of the Board of Directors.

# CareerSource Central Florida

## Career Services Committee Meeting

October 4, 2017

# Today's Agenda



## 1. Welcome

*Dr. Kathleen Plinske*

## 2. Roll Call/Establishment of Quorum

*Kaz Kasal*

## 3. Public Comment

## 4. Approval of Minutes

A. 3/23/17 Career Services Committee Meeting

## 5. Information/Discussion/Action Items

A. Review of Career Services Committee Charter *Mimi Coenen*

B. Operations Report

*Robert Quinlan/Bradley Collor*

1. Program Year 16-17 Performance

C. Revised Metric Recommendations

*Mimi Coenen*

D. Construction Dialogue

*Nilda Blanco*

E. Meeting Schedule

## 6. Other Business

A. Updates

*Mimi Coenen*

## 7. Adjournment



**Welcome**

Roll Call

Public Comment

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# WELCOME



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# Roll Call/ Establishment of Quorum



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# Public Comment



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# Approval of Minutes

*(Action Item)*

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## 3/23/17 Career Services Committee Meeting



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# Information/Discussion/ Action Items

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- A. Review of Career Services Committee Charter – Mimi Coenen**
- B. Operations Report – Robert Quinlan/Bradley Collor**
- C. Revised Metrics Recommendations – Mimi Coenen**
- D. Construction Dialogue – Nilda Blanco**
- E. Meeting Schedule**



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# Career Services Committee

## Review of Charter

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Mimi Coenen



# Career Services Charter

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# Operations Report

## Program Year 16/17

(July 1, 2016 – June 30, 2017)

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Robert Quinlan/Bradley Collor

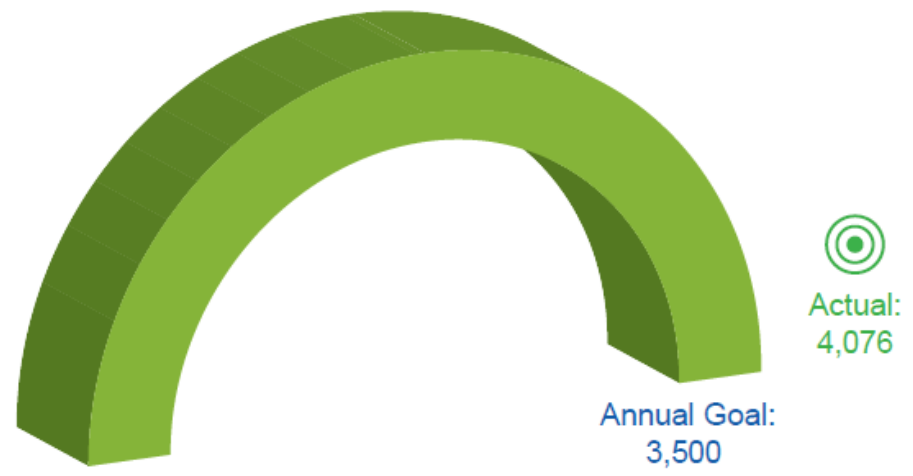




# Direct Placements

## Direct Placements

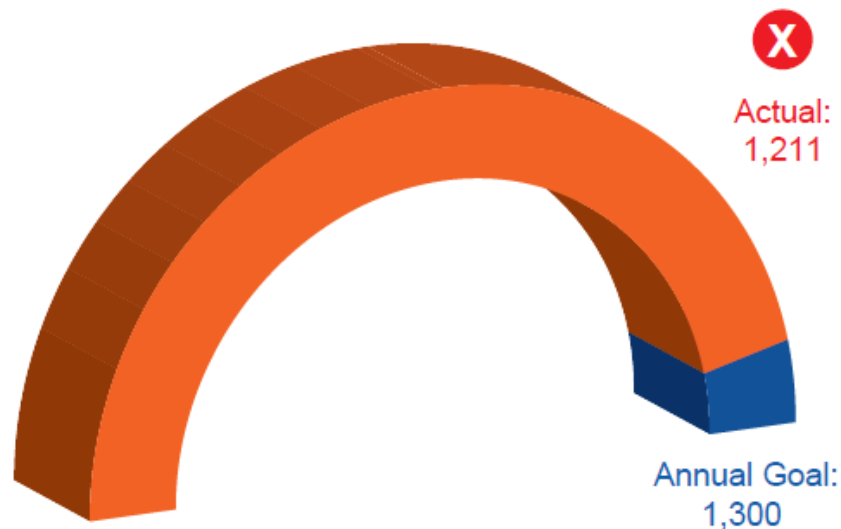
**GOAL:** Number of qualified talent placed into CSCF job orders.



# Repeat Business Job Orders

- WHAT?
    - Met 93% of goal
  - WHY?
    - We have found that not all businesses have hiring needs year-over-year
    - Shifting our focus from all businesses to a strategic focus on businesses within our targeted industries
- 

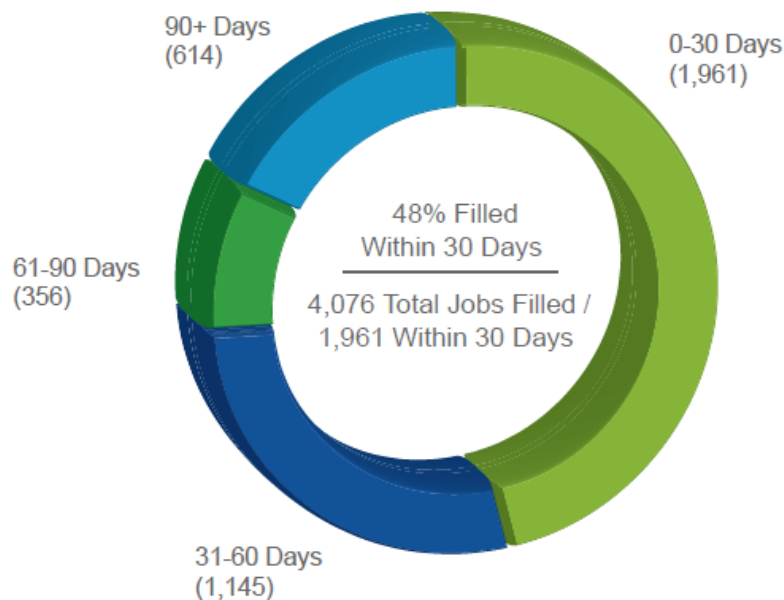
## Number of Repeat Business Job Orders



# Timeliness in Filling Job Orders

## Timeliness in Filling Job Orders

GOAL: 30 Days



## Average Wages on Orders Filled by CSCF:

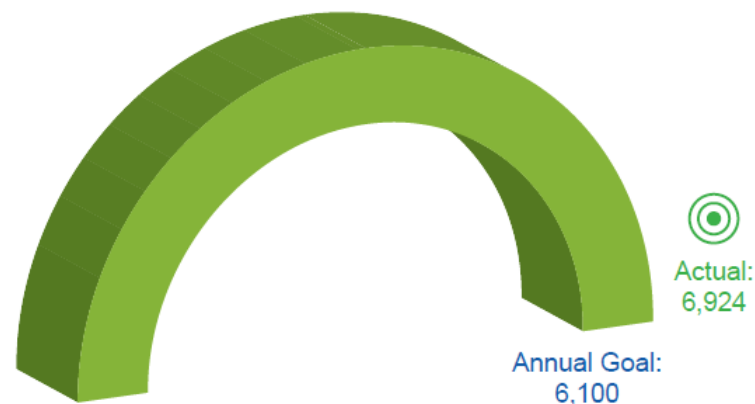
Goal: \$13.00 / Actual: \$10.87 X

- **WHAT?**
  - Met 84% of goal
- **WHY?**
  - Hiring Events
    - Have 5 or more positions
    - Target low to mid-level wages
    - Make-up majority of Direct Placements
- **SOLUTION?**
  - Metric shows only a 11% of the total pool of individuals placed into employment. Metric change to be discussed later in the presentation.

# Businesses Using CSCF

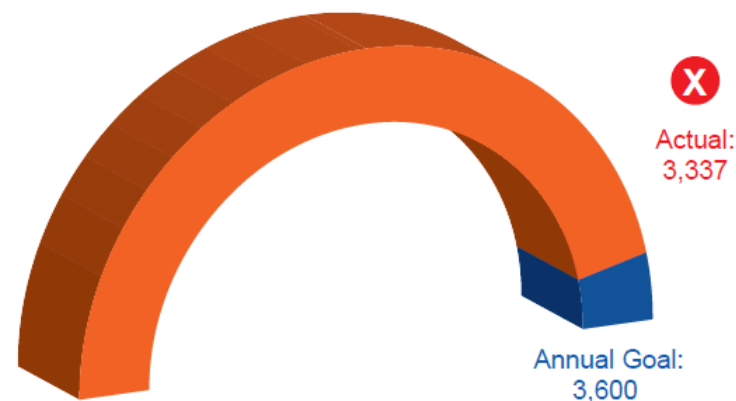
- **WHAT?**
  - Exceeded goal by 14%
- **WHY?**
  - Team and service delivery strategy aligned with targeted high-skill, high-growth industries
  - Focus on quality Business Customers over quantity

## Number of Businesses Using CSCF



- **WHAT?**
  - Met 93% of goal
- **WHY?**
  - Shifting our focus from serving all businesses to an intense focus on businesses in our targeted industries
  - Work with non-targeted industry businesses from prior year was intentionally reduced
  - Focused on building deeper relationships with our existing targeted business relationships

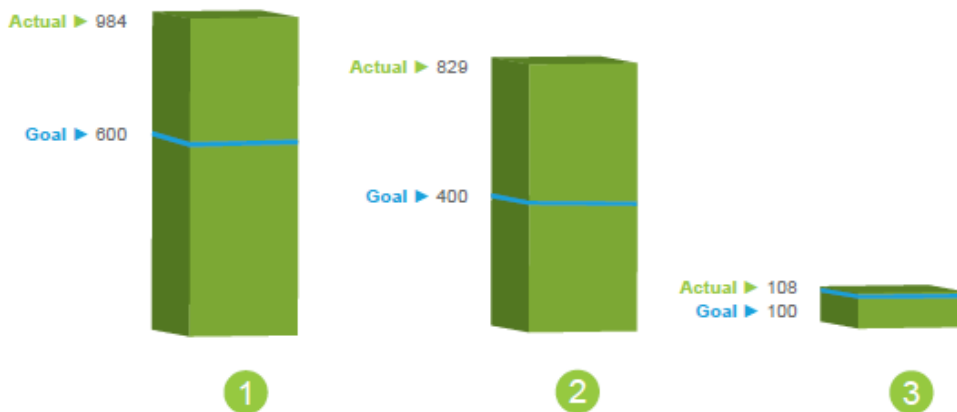
## Number of Repeat Business Customers



# High Growth Industries

## HGI Performance

- 1 Number of HGI Training Completers  
*\*Annual Goal: 600*
- 2 Number of Training Completers in Non-CSCF Jobs  
*\*Annual Goal: 400*
- 3 Number of Training Completers Placed into HGI CSCF Jobs  
*\*Annual Goal: 100*     **\$13.59/hr.**



LEGEND



Construction  
\$12.12/hr

Healthcare  
\$15.26/hr

Business & Finance  
\$16.17/hr

Manufacturing  
\$14.90/hr

Hospitality & Tourism  
\$10.64/hr

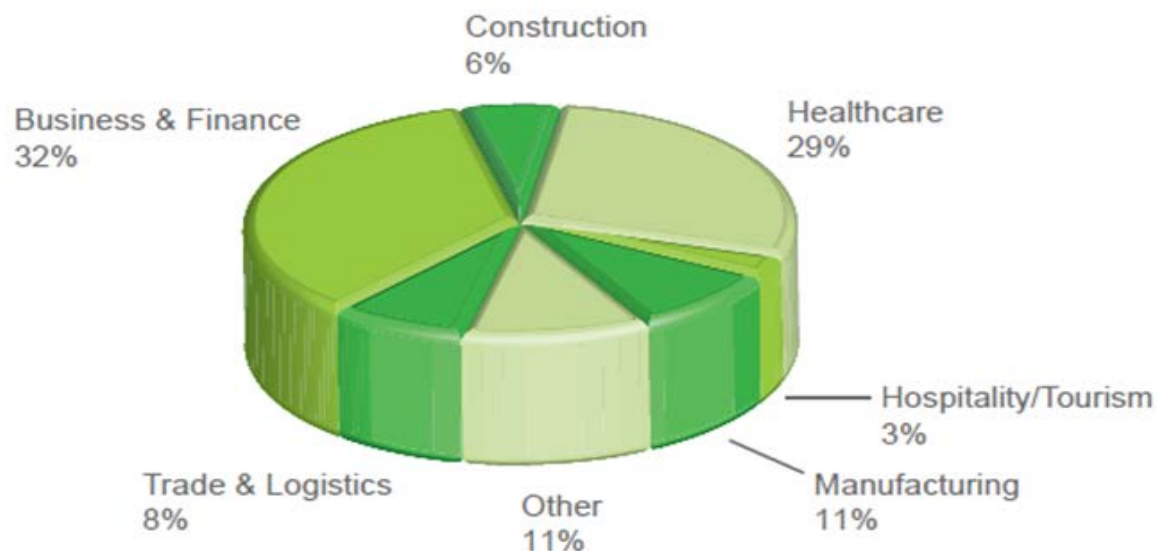
Trade & Logistics  
\$15.60/hr

# High Growth Industries

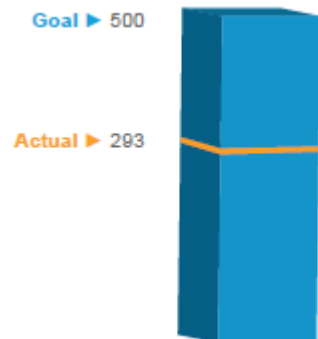
## Spending in HGI

**GOAL:** Increase training opportunities in high growth industries (HGI) to develop skilled talent that meets the needs and expectations of business.

**ANNUAL GOAL:** 95%                      **ACTUAL:** 89%



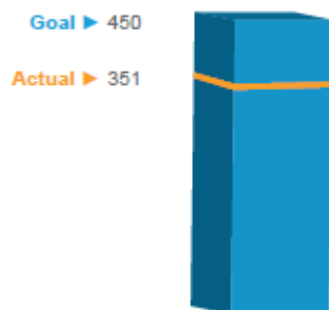
# Youth Program Performance



## Number of youth earning an industry or educational credential during the program year

PY 2016-17 – Why:

- Strategic decision to provide more career focused credentials
- Credentials aligned to career aspirations take longer to achieve
- Youth are still actively progressing toward their credentials

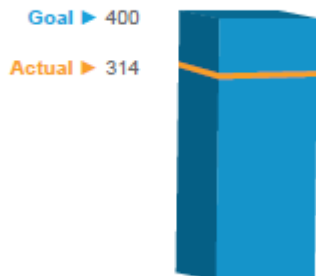


## Number entered into the military, employment, apprenticeship, or post-secondary education

PY 2016-17 – Why:

- The first two quarters of the program year did not yield a large number of enrollees that were needed to achieve this goal
- Participants are still engaged and active in CSCF sponsored post-secondary training courses
- Helping participants gain the most out of the program

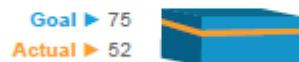
# Youth Program Performance



## Number entering training in high growth industries

PY 2016-17 – Why:

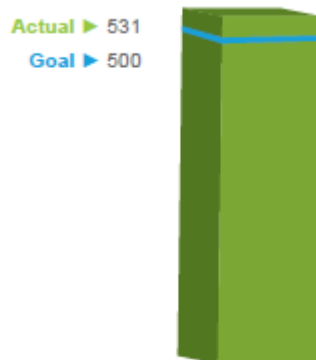
- Education level of some youth entering the program delays them from pursuing training in high growth industries
- Youth's interest doesn't always align with careers in high growth industries



## Number earning high school diploma, GED, equivalent

PY 2016-17 – Why:

- Majority of youth looking to acquire their GED are basic skills deficient – lower than 8<sup>th</sup> grade
- Many students can pass two or three subject of the GED , but the majority can not pass the math portion



## Number of youth enrollments

PY 2016-17 – Why:

- The momentum of the program took two quarters to build
- Through the grass root efforts of the career coaches the Conexions program saw the majority of the enrollments in the third and fourth quarters.
- The recruitment efforts will yield results in the new program year



# Career CoNexTions



Brandi was struggling financially without much support on the home front. For the most part, she was on her own. We were able to help her believe in her potential and gain a new level of confidence. With this new found confidence, we helped her enroll in the PCA program at Sumter Adult Ed. She always had a desire to be in the healthcare industry and help people. She completed a PCA program and quickly found employment as a Home Health Aide!



Gabriela came to the Conexions program with a desire to get her GED and pursue a career that could provide a sustainable future. She has one remaining course to pass her GED and is getting assistance from ALCO and tutors from the Conexions program. In the meantime, we helped her connected with the Heavy Equipment Operator training at Valencia, in which she excelled. This training directly related to her goal of going into the construction industry with a specific focus on building homes for families in need. Upon successful completion of the course, she had multiple job offers. Even though she has employment options, she hasn't lost focus on passing her GED and is continuing to work with her career coaches.

# Career CoNexctions



Kishmel came to us with a desire to go into the culinary profession. We helped him get into TECO's culinary program, where he quickly established himself as a superstar. We helped Kishmel with an internship that helped him get the experience needed to land a position with Hilton. Within his first four months, he was promoted. In addition to his career accomplishments, you might see him around town featured on TECO's Lynx bus.



Diante came to the Conexctions program from California after his father had been diagnosed with a terminal illness. He had been searching for two months for a position with no success. Dainte attributed his struggle to companies not wanted to take a chance on him because of his background. When he came into the Conexctions program, we were quickly able to connect him to an internship that capitalized on his past experience as a graphic designer. The internship provided a great opportunity for Diante to learn new skills and establish a work history. At the conclusion of the internship, he applied and was offered two positions. Diante is currently a Digital Admin Production Specialist.

# Training Program Analysis

- Under the Workforce Innovation and Opportunity Act of 2014, local workforce boards are required to apply performance standards to its training providers;
- CSCF began to work with its training partners in 2015 to review completion and placement rates after the Career Services Committee voted to establish a 75% completion and 75% placement of completers threshold;
- In 2015 only 40 programs met performance; by 2017, 106 programs met performance.
- A few observations of the data showed:
  - Completion among certificate or post-secondary adult vocational programs was higher than degree programs – 83% vs. 74%;
  - Placement among certificate or post-secondary adult vocational programs was higher than degree programs - 66% vs. 33%
  - Degree students were not completing in 2 years

# Changes

- PY 1617 Matrix:
  - 527 programs
  - 32 providers
  - Average training program cost - \$7869
- PY 1718 Matrix:
  - 210 programs
  - 12 providers
  - Average training program cost - \$3979
- Changes:
  - Cap for all programs reduced to \$5,000
    - Previously trainings in High Skill High Wage jobs capped at \$7,000
  - Supported programs must have a total cost under \$8,000
  - Focus on short-term (1 year or less) programs
  - Targeted to the 6 HGIs
  - Removed programs not meeting performance
    - 75% completed, 75% placed



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# Revised Metric Recommendations

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Mimi Coenen



# Revised Metric Recommendations

## PY 17-18

<p>1. Increase the business community’s awareness of the value CareerSource Central Florida provides to the region’s employers.</p>	<p>2. Increase the number of individuals employed.</p>	<p>3. Increase training outcomes of talent that meets the needs and expectations of business in high growth industries (HGI).</p>	<p>4. Increase the number of youth who gain industry-relevant skills and/or enter employment, military, apprenticeship, or post-secondary training /education.</p>
<p><b>Targeted goals:</b></p> <p>a) # of businesses using CSCF services  FY 16-17 Target – 6,100  FY 16-17 Actual – 6,767  <b>FY 17-18 Target – 5,000</b></p> <p>b) # of repeat business customers  FY 16-17 Target – 3,600  FY 16-17 Actual – 3,035  <b>FY 17-18 Target – 2,500</b></p> <p>c) <b>Establish baseline customer satisfaction survey result for continued metrics</b></p>	<p><b>Targeted goals:</b></p> <p>a) # of qualified individuals placed in CSCF job orders  FY 16-17 Target – 3,500  FY 16-17 Actual – 3,781  <b>FY 17-18 Target – 4,000</b></p> <p>b) # of individuals placed into employment  <b>NEW METRIC</b>  FY 16-17 Actual – 30,214  <b>FY 17-18 Target – 31,500</b></p>	<p><b>Targeted goals:</b></p> <p>a) # of individuals trained in HGIs  <b>NEW METRIC</b>  <b>FY 17-18 Target – 972</b></p> <p>b) # of individuals in training placed into jobs  FY 16-17 Actual – 1406  <b>FY 17-18 Target – 1450</b></p> <p>c) Average wages for career seekers placed in employment  FY 16-17 Target – \$13 per hour  FY 16-17 Actual – \$10.75 per hour  <b>FY 17-18 Target – \$14.23 per hour</b></p>	<p><b>Targeted goals:</b></p> <p>a) # of youth trained  FY 16-17 Target - 400  FY 16-17 Actual - 355  <b>FY 17-18 Target – 300</b></p> <p>b) # youth earning industry or educational credential  FY 16-17 Target - 500  FY 16-17 Actual - 387  <b>FY 17-18 Target - 475</b></p> <p>c) # entered into(positive outcomes):</p> <ul style="list-style-type: none"> <li>• Military</li> <li>• Employment</li> <li>• Apprenticeship (long-term)</li> <li>• Post-secondary education</li> </ul> <p>FY 16-17 Target - 450  FY 16-17 Actual - 436  <b>FY 17-18 Target - 450</b></p>

**\*Changes from original performance metrics**

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# Construction Dialogue

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Nilda Blanco



# Construction Dialogue

- CSCF established 6 industries of focus in 2015:
  - Business & Professional Services
  - Construction
  - Healthcare
  - Hospitality & Tourism
  - Manufacturing
  - Trade & Logistics
- Industries were based on projections for growth and opportunities for new and existing workers
- CSCF will begin an analysis of each industry to determine effectiveness of our efforts
- Present recommendations to Career Services Committee in November



# Construction Dialogue

CareerSource Central Florida provides training through on-the-job training, work experience, training for employed workers, education and training programs, and apprenticeships.

<b>Construction Industry</b>	*Program Year 15-16	*Program Year 16-17	*Program Year 17-18 (July-Aug.)
Individuals in Training	132	168	112
Individuals completing training	106	164	30
Employed after training	98	113	21
Employed in construction after training	75	104	19
Average wage at employment	\$12.26	\$12.83	\$14.75
Construction related employment average wage	\$12.64	\$14.74	\$14.90

\*Program Year: July 1 – June 30

# Construction Dialogue

## Investments in High Growth Industries



# Construction Dialogue

## Industry-focused efforts:

YouthBuild: A program for young adults 16-24 funded by the Department of Labor, offered in Osceola County in partnership with Valencia College, Goodwill, and Habitat for Humanity. young adults will work on attaining their high school diploma while learning construction skills and earning five industry credentials.

Valencia College Partnership – Basic Construction: A five-week Basic Construction course that allows students to three credentials and three college credits toward an AS degree. In program year 16-17, 104 individuals enrolled in training, 87.5% completed, and 73% entered employment with an average wage of \$12 per hour.

Apprenticeship: CSCF has partnered with Central Florida Electrical Joint Apprenticeship & Training Committee to support 85 apprentices over the last two year. Of the 85 apprentices, 18 have completed their program and 16 are employed in the field of study at an average wage of \$16.74. CSCF continues to work with the remaining apprentices to increase their skills.

# Construction Dialogue

Questions for discussion:

- 1) As CSCF creates strategies for this industry, should the organization consider developing talent with general skills or focus efforts on targeted skills (carpentry, electrical, plumbers, pipefitters, masons)?
- 2) Are there trends in the industry that may not be seen in labor market information that should be considered in our strategies.

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# Meeting Schedule

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All



# Proposed Committee Meeting Dates

- All meetings are scheduled on Thursdays from 3:00pm to 4:30pm
  - November 9, 2017
  - January 25, 2018
  - March 22, 2018
  - May 24, 2018 (Budget Workshop with Finance Committee)

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Other Business

Adjournment

# Other Business



Welcome

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▶ Adjourment

# Adjourment





<b>PY 17-18 Performance Data through 9/27/17</b>			
<b>Measure</b>	<b>Actual</b>	<b>Goal</b>	<b>% Met</b>
Number of Businesses Using CSCF	1,405	5,000	28%
Number of Repeat Business Customers	968	2,500	39%
Individuals Placed into CSCF Job Orders	1,535	4,000	38%
Individuals Placed into Employment	2,246	31,500	7%
Individuals Trained in HGIs	56	972	6%
Individuals in Training Placed into Jobs	181	1,450	12%
Average Wages for Career Seekers Placed in Employment	\$14.35	\$14.23	101%
<b>Youth PY 17-18 Performance Data through 9/27/17</b>			
<b>Measure</b>	<b>Actual</b>	<b>Goal</b>	<b>% Met</b>
Youth Trained	169	300	56%
Youth Earning Industry or Educational Credential	87	475	18%
Youth Entered into Positive Outcomes defined as entered school, gained employment, military or entered apprenticeship	56	450	12%

*\*Data collected from Employee Florida*