CAREER SERVICES COMMITTEE MEETING

Thursday, September 10, 2020

CareerSource
CENTRAL FLORIDA

MEETING DETAILS

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Information / Discussion / Action Items

Other Business

Adjournment

What: **Career Services Committee Meeting**

When: Thursday, September 10, 2020

3:00 p.m. – 4:30 p.m.

Where: **Virtual Meeting:**

Zoom Meeting:

Link: https://careersourcecf.zoom.us/j/98933914472?pwd=MCtqc3J4RUNYZ1BVcldIUHEwT0dLUT09

Dial In: 1 (929) 205-6099

Meeting ID: 989 3391 4472 / Password: 906160

CareerSource CENTRAL FLORIDA

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MEETING AGENDA

Agenda Item	Topic	Presenter	Action Item
1.	Welcome	Dr. Kathleen Plinske	
2.	Roll Call / Establishment of Quorum	Kaz Kasal	
3.	Public Comment		
4.	Approval of Minutes **A. 3/19/20 Career Services Committee Meeting**	Dr. Kathleen Plinske	X
5.	Information / Discussion / Action Items A. Review Performance Targets and Provide Insight to Ensure Investment and Goal Attainment		
	1) Career Services Committee Charter – Annual Review	Dr. Kathleen Plinske	
	2) Summer Youth Overview and Outcomes	Jason Lietz	
	3) Guest Speaker	Danielle Permenter	
	4) Review of Training Investment and Performance in a Pandemic Economy	Nilda Blanco	
	5) Discussion of Current Market During/Post Pandemic	Committee Discussion	
6.	Other Business		
7.	Adjournment		

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UPCOMING MEETINGS

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Upcoming Meetings:

Board Virtual Meeting	9/24/20	9:00 a.m. - 10:30 a.m.
Career Services Virtual Committee Meeting	11/19/20	3:00 p.m. – 4:30 p.m.

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► Welcome

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WELCOME

CareerSource CENTRAL FLORIDA

ROLL CALL / ESTABLISHMENT OF QUORUM

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PUBLIC COMMENT

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APPROVAL OF MINUTES

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DRAFT
Career Services Committee Meeting
Thursday, March 19, 2020
3:00 p.m.

MINUTES

MEMBERS PRESENT: Amy Albee-Levine, Paul Bough, Keira des Anges, Bryan Orr, Thomas Ott, Ted Pobst, Jim Sullivan and Al Trombetta.

MEMBERS ABSENT: Andrew Albu, Michael Armbruster, Mark Havard, Kathleen Plinske and David Sprinkle

STAFF PRESENT: Pam Nabors, Mimi Coenen, Nilda Blanco, Cliff Marvin and Kaz Kasal

Agenda Item	Topic	Action Item / *Follow Up Item*
1	**Welcome** Mr. Bough, Committee Co-Chair, called meeting to order at 3:03 p.m.	
2	**Roll Call / Establishment of Quorum** Ms. Kasal reported a quorum present.	
3	**Public Comment** None offered.	
4	**Action Items** Approval of Minutes – Reviewed minutes from 1/31/20 Career Services Committee meeting (attachment).	**Ms. des Anges made a motion to approve the minutes from the 1/31/20 Career Services Committee meeting. Mr. Sullivan seconded; motion passed unanimously.**

5	**Information and Discussion**
	 Ms. Coenen, COO, provided an overview of CSCF's contingency plans of its operations, in response to the COVID-19 Coronavirus threat and under guidance of official health organizations. Thus, CSCF's transition to virtual service delivery occurred this week (week of 3/16/20).
	
	 Review Performance Targets and Provide Insight to Ensure Investment and Goal Attainment (attachments)
	
	    Review Overall Training Investments/Enrollments
	      • Reviewed training investments, impacts and performance by high growth industry (HGI), and in comparison to previous program year.
	    Discussion of Training Performance/Impact
	      • Reviewed background on training provider requirements and staff's proposed methodology to enhance CSCF's ability to better track and evaluate training provider performance, accountability and transparency. Training providers' feedback' was that this is a fairer approach. Committee concurred with staff's proposed methodology.	

	• Reviewed a live demo on training provider performance data at the granular level. Approval of New Training Providers • Reviewed three new training providers representing five new programs/courses, which are in alignment with current in-demand job openings and within CSCF's HGI. CareerSource Florida: Compliance & Audit Requirements • Ms. Coenen reported that at the CareerSource Florida Board Meeting in February 2020, a significant upturn in compliance was addressed, resulting in eleven new policies for local regional workforce board. Six of the policies fall under the work of Career Services Committee. The Committee offered assistance reviewing the policies. Ms. Coenen will reach out to the each committee member, individually, to review one of the six policies. • Review state performance scorecard for this region, 7/1/19 to 12/31/19.	**Mr. Sullivan made a motion to forward for Board's approval, the proposed training providers (as presented) to be included in CSCF's Eligible Training Provider Matrix. Dr. Albee-Levine seconded; motion passed unanimously.**
7	Other Business Ms. Nabors, CEO, relayed new UI claims increased 300% this week and committee discussed business impacts from the COVID-19 threat.	
8	**Adjournment** Meeting adjourned at 4:08 p.m.	

Respectfully submitted,

Kaz Kasal
Executive Coordinator

CareerSource
CENTRAL FLORIDA

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Meeting Agenda

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INFORMATION / DISCUSSION / ACTION ITEMS

Career Services Committee Charter

Purpose:

The Career Services Committee reports to the Board of Directors and is charged with overseeing the organizations Operations plan through:

1. Establishment of annual budget targets for investment of training resources

2. Set and assess Board performance targets for talent solutions and talent acquisition strategies in targeted sectors and assess career seeker satisfaction with CSCF service delivery.

3. Review and approve scholarship training providers and programs in alignment with targeted sectors.

4. Set and assess performance targets for young adult career pathways including both summer and year-round service delivery.

Responsibilities:

- Review and recommend the operational budget that supports the Board's annual priorities in delivering programs and services.
  - *Metric: Measured annually by 75% of committee members attending and approving the budget during the combined CSC and Finance committee workshop held every May.*
- Review local performance metrics and provide insight to ensure attainment of annual investment and training objectives.
  - *Metric: Conduct annual review on training performance/investments and provide recommendations if not on track with Board priorities and given budget.*
- Evaluate and recommend providers who offer training scholarships aligned with targeted sectors.
  - *Metric – Ensure the training matrix reflects programs that are needed and accessible across the region by conducting analysis semi-annually.*
- Review progress towards young adult career pathway goals.
  - *Metric: Conduct review of defined targets for youth and young adult program each meeting and provide recommendations, if not on track with annual priorities and investment objectives.*

Skills/Expertise:

- Willingness to attend or participate in the majority of Committee meetings.
- Have proven background or working knowledge of targeted high growth industries.
- Prior experience as a board member desired.
- Prior experience in service delivery or oversight of program performance desired.

Structure:

- Membership of the Committee consists of Board members and community subject matter experts; the Board Chair appoints all Committee members.
- The Committee Chair is appointed by the Board Chair and is responsible to report on the Committee activities at the full Board meeting.
- Career Services Committee meets 5 times a year (4 meetings alone and 1 combined meeting with the Finance committee for an annual program and budget workshop.)
- Agenda and minutes are kept and published on the CareerSource Central Florida website and supplied to committee members via email one week prior to meetings.

SUMMER YOUTH 2020 OVERVIEW AND OUTCOMES

SUMMER YOUTH 2020 - SUMMARY

Enrollment Goals	Original Plan	COVID Adjustment*	Actual Enrollment	% to Original Plan	Actual % to Adjusted
Experience: Experience work through internships	800	In-person: 400 Virtual: 400	In-person: 340 Virtual: 294	85% 73%	85% 73%
Explore: Exposed to Higher Education	300	276	253	84%	91%
Accelerate: Immersion in training by industry	400	327	170	43%	51%
Totals	**1500**	**1403**	**1057**	70%	75%

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SUMMER TRENDS: 2018 TO 2020

Applicant Pool	Eligible Youth	Enrolled	Completed
2018: 942	2018: 550	2018: 481	2018: 92%
2019: 2,200	2019: 1,300	2019: 882	2019: 91%
2020: 2,353	2020: 1,394	2020: 1,057	2020: 92%

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SUMMER YOUTH

Experience
Duration: 5 weeks
Youth Earning Capacity: $1,500
NEW – Virtual Work Experience

Explore
Duration: 4 weeks
Youth Earning Capacity: $1,000
NEW - Covid Required Virtual Delivery

Accelerate
Duration: 4 to 5 weeks
Youth Earning Capacity: $1,000
NEW – Expanded training from 2 to 5 Industries

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IMPACT BY THE NUMBERS

✓ **1.2M** → Wages /earned Incentives Directly to Youth + Local Economy

✓ **81,847** → Hours Worked Overall

✓ **1057** → Youth Mastered Soft Skills Training

✓ **$284,000** → Investment from Local Municipalities

✓ **104** → Businesses Provided "in-person" Internships during COVID-19

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MEET THE YOUTH
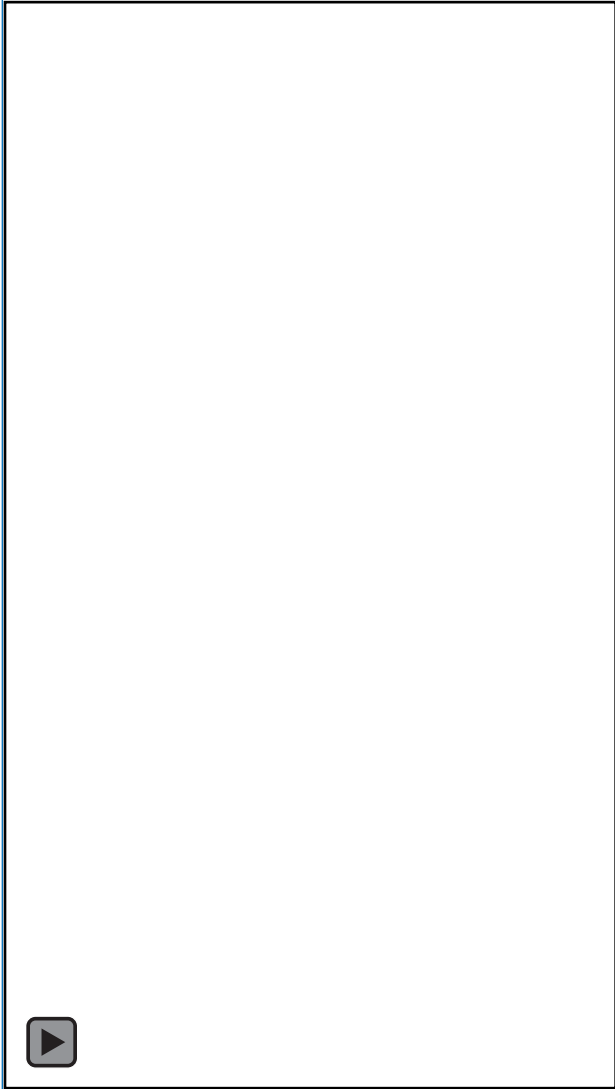
SPECIAL THANKS

- **$379,000** – Public and Private Investment for Summer Youth Program

- Municipal Partners: Orange County , Mt Dora a/k/a Northeast CRA, Apopka, Ocoee

GUEST SPEAKER
DANIELLE PERMENTER
SR. DIRECTOR REGIONAL TALENT INITIATIVES

UpSkill Orlando

Danielle Permenter
Senior Director
Regional Talent Initiatives
Orlando Economic Partnership

Creating upward mobility opportunities through the development of skills-based career pathways.

Educating local employers on how to remove barriers to diversify their talent pipeline.

OPPORTUNITIES

ACCESS

CAPABILITIES

BROAD-BASED
PROSPERITY

Collaborating with higher education on skills-based upskilling programs that increase our workforce's capabilities
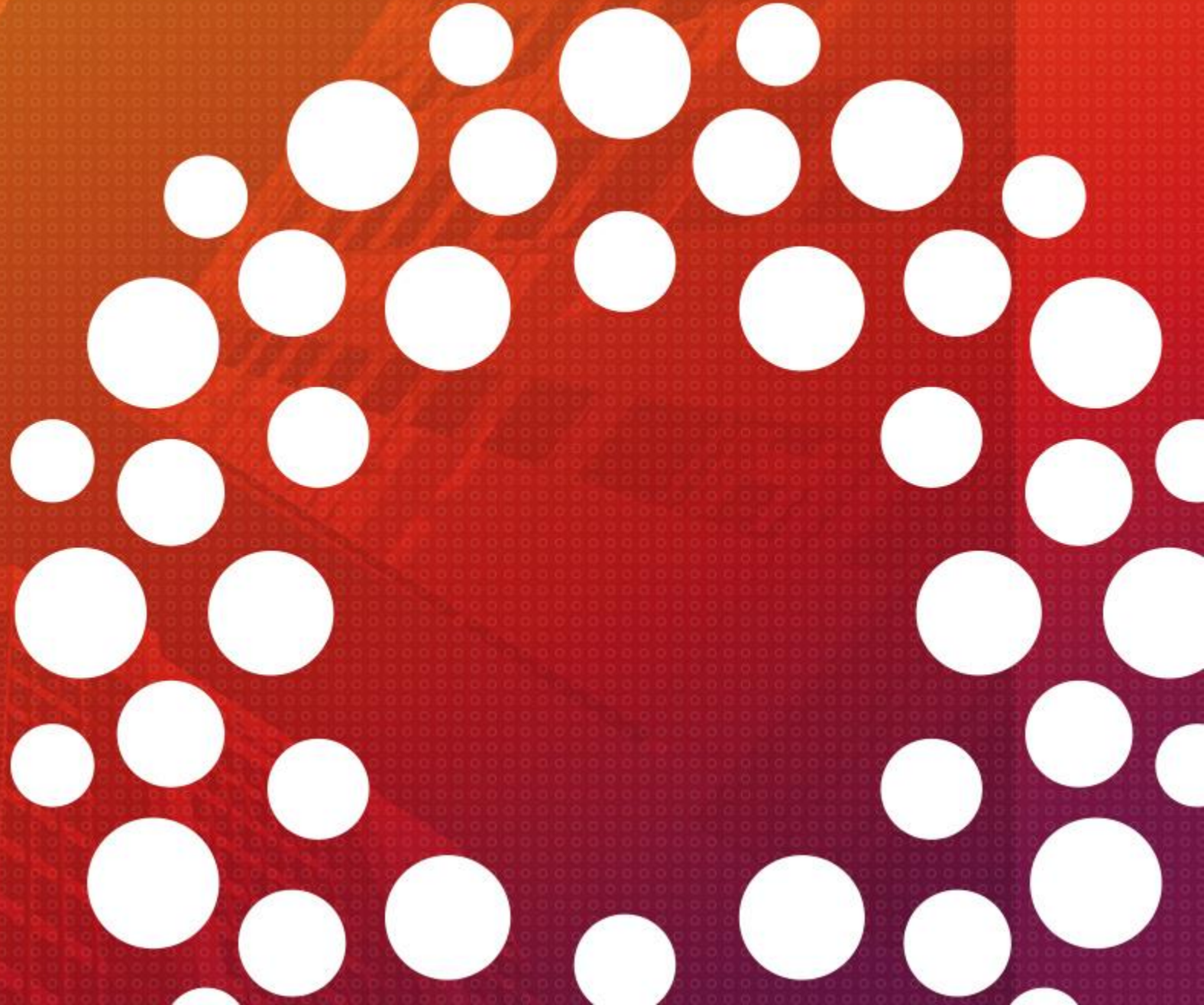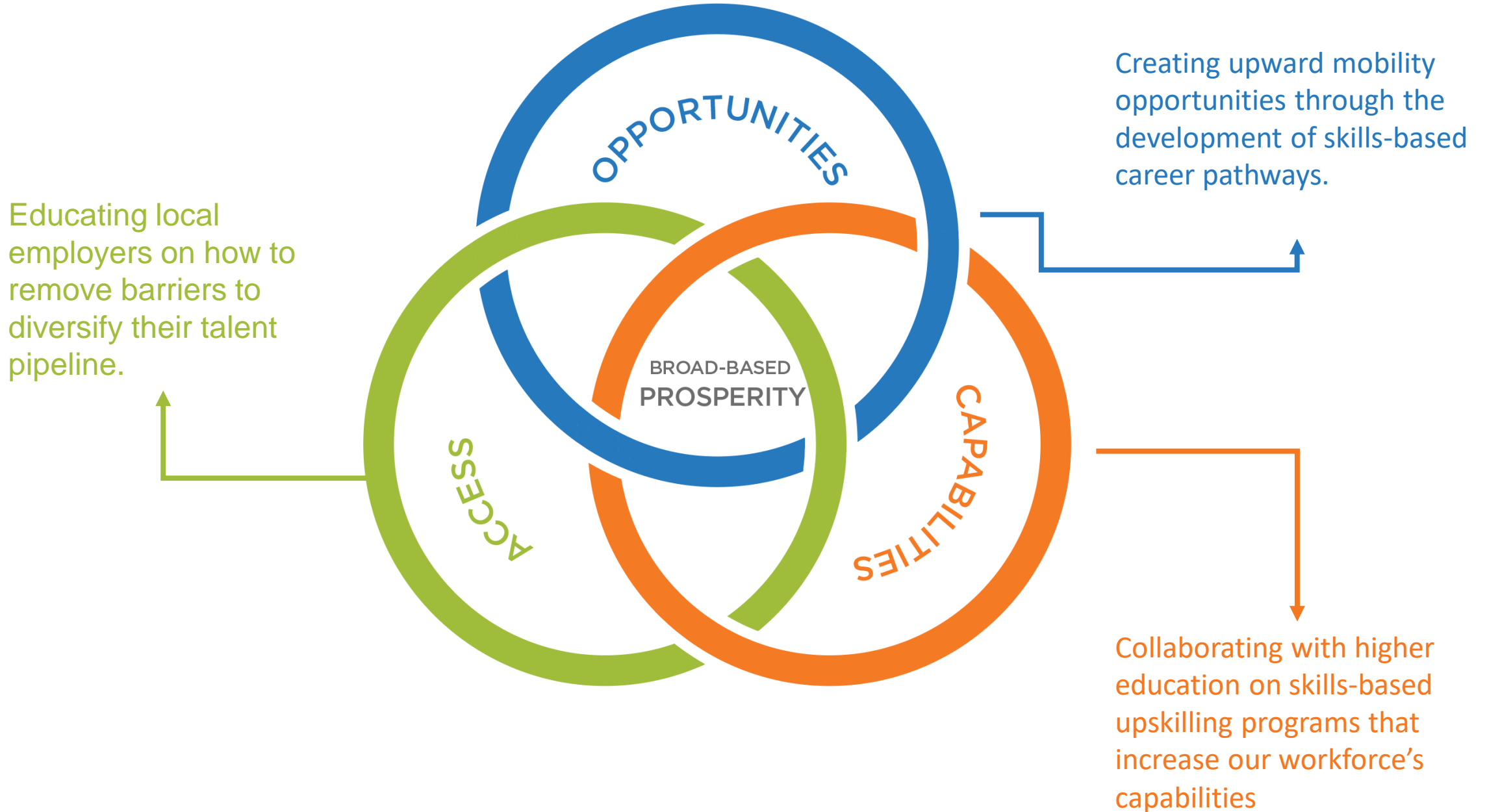
Recruiter Roundtable

- **70+ of Orlando's Leading Talent Acquisition Professionals**
- **Experts in local and national talent trends**
- **Skills-Based Hiring Focus Group**

Talent Ecosystem Working Group

- **Demand-Driven Strategy**
- **Respond to Policy, Partnerships, Research**
- **Invitation-Only, 10-15 Leading Employers**
- **Launching on September 1, 2020**

Kim Marshall
Chief Human Resources Officer
Wyndham Destinations

COVID-19 Impacts on Orlando's Talent Supply

- Currently, the Orlando MSA is the hardest hit for unemployment in the state.

- Traditional hiring practices encourage employers to require a four-year degree or more in their job postings, even for jobs that do not require college-level skills.

- With only 43.7 percent of the population age 25+ in metro Orlando holding an associate degree or higher, this narrows Orlando's talent pool - especially at a time of 17 percent unemployment.

- Of the adult (age 25+) population, 48 percent of Orlando's White residents have some form of college degree. Meanwhile, only 37 percent of Orlando's Hispanic or Latino population and 34 percent of Orlando's Black population have the same credentials.

Percent of Population 25+ with an Associate's Degree or Higher
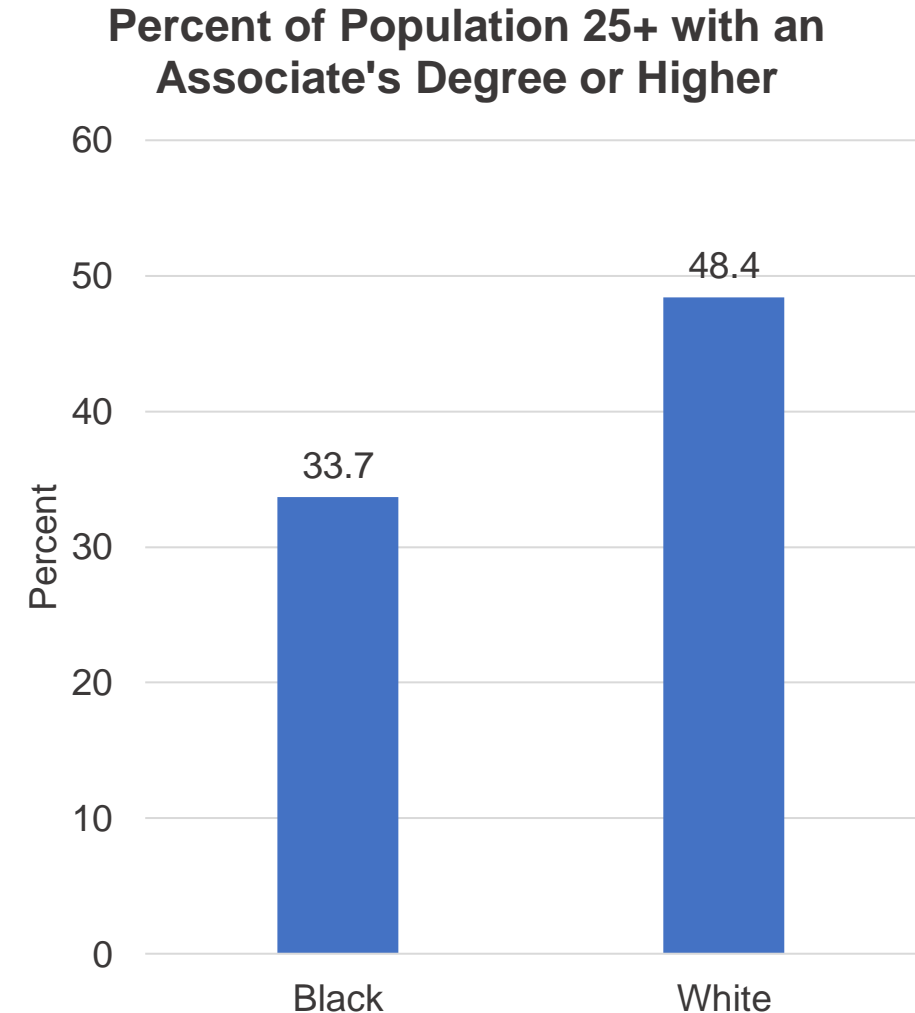
Key Elements of Skills-Based Hiring

Skills First

Remove credential requirements from hiring criteria when possible.

Competencies

Use competencies specific to the job in the job description to define the hiring process.

Reduce Bias

Reduce bias to remove barriers for qualified applicants.

Skills-Based Hiring

SKILLFUL
A MARKLE INITIATIVE

Skillful State Network
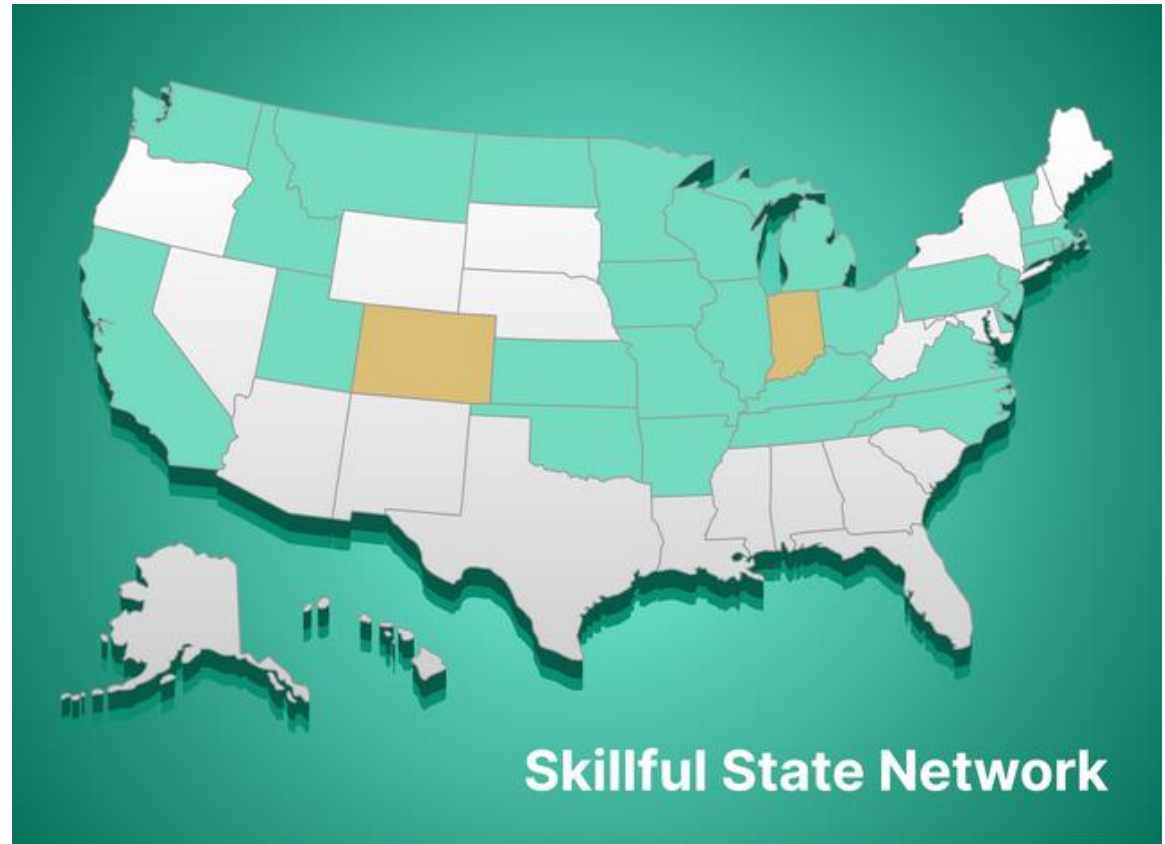
Global Companies Implementing Skills-Based Hiring

OPINION - AT WORK

Op-ed: A new Trump executive order on 'no college' jobs that Apple and IBM support

PUBLISHED FRI, JUN 26 2020·12:45 PM EDT | UPDATED MON, JUN 29 2020·12:43 PM EDT

Chris Keaveney, CEO of Meritize and Jane Oates, President of Working Nation

SHARE f ✕ in ✉

Penguin Random House

When Penguin Random House announced plans in 2016 to drop degree requirements for new hires, the company noted that there was "no simple correlation between having a degree and ongoing performance in work."

IBM

Skills Gateway ›

New Collar Certificate Program

It's not about degrees, it's about SKILLS

What is New Collar?

New Collar jobs are roles in some of the technology industry's faster growing fields - from cybersecurity and cloud computing to cognitive business and digital design - that do not always require a traditional degree. What they do require is the right mix of in-demand skill sets.

Ready to take the next step in your career? We can help you get there!

How **Apple** Hires the Best:
It's All About Skills
"Competency is more important than credentials. Degree inflation is not just hurting individual workers; it undermines American competitiveness.
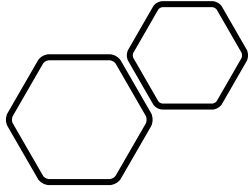
Skills-Based Hiring Benefits Employers

Fill Jobs Quickly	Skills-based hiring practices will streamline the hiring process through identifying qualified candidates and on-boarding quickly.
Retain Talent	"The Center for American Progress found that it can cost a business up to 21 percent of a person's salary to replace them...Retention depends on how well the employee is equipped for the job and how realistic the job expectations are from the beginning."
Diversify the Talent Pipeline	Of the adult (age 25+) population, 48 percent of Orlando's White residents have some form of college degree. Meanwhile, only 37 percent of Orlando's Hispanic or Latino population and 34 percent of Orlando's Black population have the same credentials.

Rehiring after lockdown: Ensuring diversity and inclusion is a priority

Not knowing how to successfully source diverse candidates is a major obstacle to creating a more diverse workplace.

By **Kevin Parker** | June 24, 2020 at 10:49 AM

...employers have a **once-in-a-lifetime** opportunity to rethink their hiring processes and permanently change the way they hire and bring D&I goals to life.

Forbes

6,676 views | Jun 26, 2020, 03:46pm EDT

Forget Bitcoin—Skills Are The Currency Of The Future

… research from the Kellogg School of Management found that the key driver of perceived strength of job candidates was in fact similarity to the interviewer… A considerable body of research has found that 'whitening' resumes has a profound effect on hiring outcomes, including one paper that saw a 50% increase in interview calls simply by changing the names on a resume.

Creating Equitable Hiring Practices

Educating local employers on how to remove barriers to diversify their talent pipeline.

Hiring managers will find the most success with skills-based hiring when they use clear, concise, inclusive language within skill-based job descriptions.

Using competencies in hiring reduces unconscious bias and transcends racial and gender boundaries.

Incorporating technical scenarios into the interviewing process.

orlando.org

Step 1: Competency List (8-12 total)	Step 2: Rank Order Competencies (1 = high, 12 = low)	Step 3: Occupational or Foundational	Step 4: Trainable (yes or no)	Step 5: Required or Preferred
Example: Assessment	1	Occupational	No	Required

Skills Evaluation Metrix - Example from Skillful

Existing (Free) Tools and Resources

Skillful Job Posting Generator

EDIT POST   ⓘ

JOB TITLE

Market Research Analysts and Marketing Specialists

COMPANY OVERVIEW

JOB SUMMARY AND RESPONSIBILITIES

Market research analysts collect the information gathered in the market research and study it to draw conclusions. They define the potential customers of a product, the target group and the way they can be reached. Market research analysts analyze the position of products in the market from different perspectives such as features, prices and competitors. They analyze cross selling and interdependencies between different products and their placement. Market research analysts prepare information helpful for the development of marketing strategies.

REQUIRED COMPETENCIES (OCCUPATIONAL)

Market research	Gather, assess and represent data about target market and customers in order to facilitate strategic development and feasibility studies. Identify market trends.	✕
Visual presentation techniques	Knowledge of the visual representation and interaction techniques, such as histograms, scatter plots, surface plots, tree maps and parallel coordinate plots, that can be used to present abstract numerical and non-numerical data, in order to reinforce the human understanding of this information.	✕
Statistics	Experience with the study of statistical theory, methods and practices such as collection, organization, analysis, interpretation and presentation of data. It deals with all aspects of data including the planning of data collection in terms of the design of surveys and experiments in order to forecast and plan work-related activities.	✕
Marketing department processes	Familiarity with the different processes, duties, jargon, role in an organization, and other specificities of the marketing department within an organization such as market research, marketing strategies, and	✕

EMSI Resume Optimizer

Enter Your Resume   [Take Tour]

H1 H2 | B I | ☰ ✕   [Load Example]

Jane Smith

Dallas, TX | (123) 456-7891

jsmith@email.com

Summary

Seasoned Customer Call Center Professional with a 15-year history of excelling in all call center functions, including roles as an initial customer-contact representative, floor supervisor and center administrator. Adept at quickly problem solving for customers and resolving the most challenging complaints.

Education

Hawaii Western

Aug '98 - May '02

Information Technology/Business Administration

Experience

Cloud Clearwater, Call Center Administrator *Aug '14 - Current*

- Developed and implemented standard operating procedures to maintain a monthly quality service level that averaged 90% and above
- Managed a team of 10 center supervisors and 100 customer service representatives

Find Skills

Manager of Applications   ⌄

4 Key Skills   ⌃

These skills are included in **10% or more** of the postings for your job title. Make sure to show them off!

Customer Service
Information Technology
Management
Problem Solving

5 Relevant Skills   ⌄

2 Unusual Skills   ⌄

5 Skill Opportunities   ⌃

These are skills that we didn't find in your resume but are in demand for the job title you chose.

Project Management
Computer Science
Strategic Planning
Agile Software Development
Information Systems

swisslog

MERCY HEALTH

Working with Skillful & Pairin, swisslog saw a 10% to 27% increase in the diversity of their hiring.

Implemented Skills-Based Hiring, No DEI Program.

65% reduction in turnover which lead to saving $3.5 Million in saving over two years.

First-year turnover was reduced from a baseline of 25.3% down as low as 19.66% .

Time to fill was reduced from a baseline of 37 days to 31 days.

Hiring diversity (non-white new hires) increased from an 18% baseline to 38% in 2016. By comparison, the West Michigan region is 21.6% non-white.

Increasing Our Workforce Capabilities

Collaborating with higher education on skills-based upskilling programs that increase our workforce's capabilities

- Skill-backed research will identify opportunities for rapid credentialing programs and upskilling opportunities for Orlando's workforce.

- Talent Ecosystem Working Group will lead a demand-driven conversation to create a common language amongst industry and clearly communicate workforce needs to education providers.

- Encouraging the development of in-house workplace upskilling programs (ie: Disney Aspire)
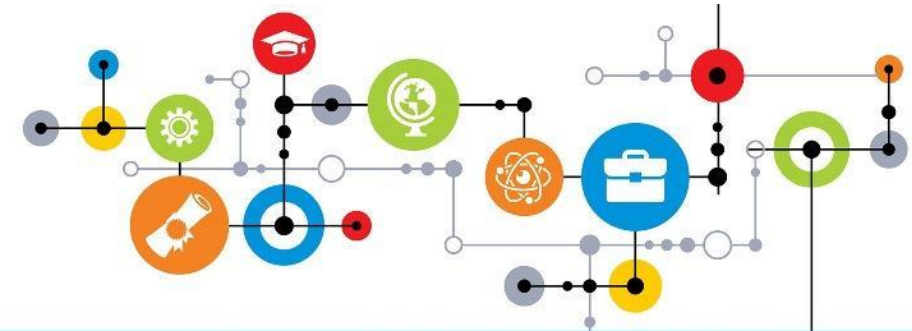
"**WGU is building a comprehensive skills map across industries to serve as the 'operating system' that will maximize value to students by providing career-relevant programs, a clear way to communicate value to employers, and data-driven career assistance.**"

A Strategy for Inclusive Growth

Creating upward mobility opportunities through the development of skills-based career pathways.

- We are using skills-data and skill analysis in our company recruiting efforts.

- Highlighting Orlando's competitive skill advantage and re-thinking Orlando's talent supply provides companies and prospects with a greater understanding of the other half of Orlando.

- Skill transition data leads to the development of middle-wage career pathways in Orlando.

NAICS
Codes

Standard
Occupation
Codes

Job Posting
& Skill Data

Emsi

burningglass
TECHNOLOGIES
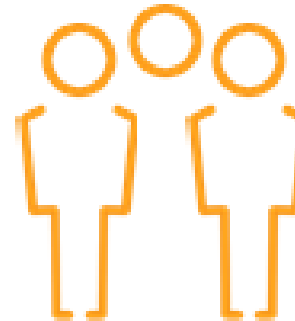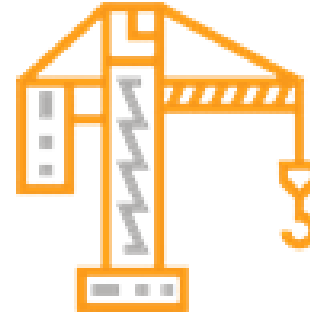
At-Risk Occupations - Maids and Housekeeping Cleaners

More likely to be have less than a high school diploma, be older than 34, female & non-white.

Education

All Occupations	33% / 18% / 15% / 34%	
Maids	72% / 13% / 8% / 8%	

Legend: ■ High School Diploma or Less ■ Some College ■ Two-Year Degree ■ Four Year Degree or Higher

Age

All Occupations	34% / 64%
Maids	23% / 76%

Legend: ■ Younger than 20 ■ 20-34 ■ Older than 34

Ethnicity

All Occupations	29% / 71%
Maids	38% / 62%

Legend: ■ Hispanic or Latino ■ Non-Hispanic or Latino

Gender

All Occupations	48% / 52%
Maids	90% / 11%

Legend: ■ Female ■ Male

Source: JobsEQ 20
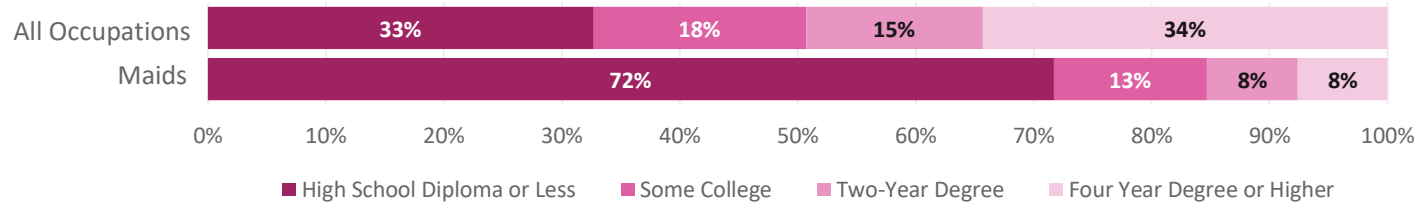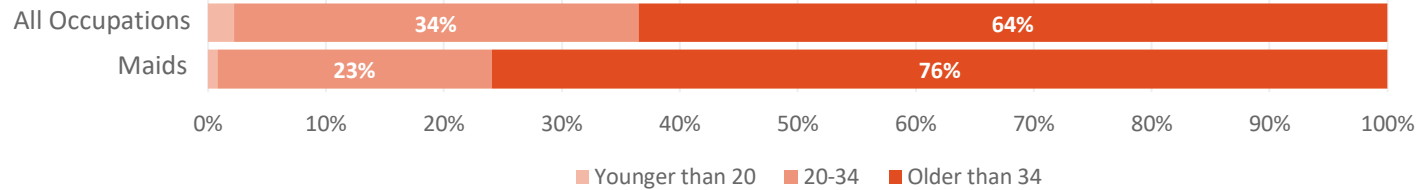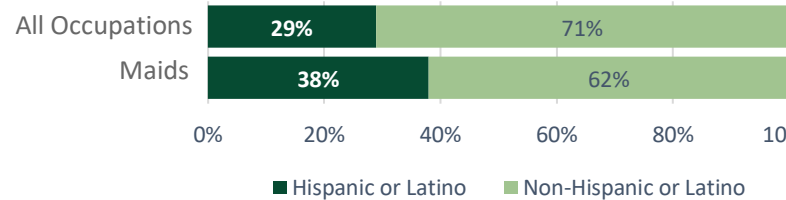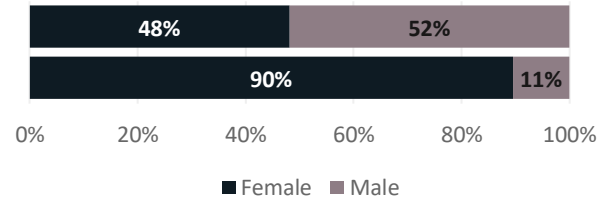
Skills Research Reveals Skill Profiles of Impacted Workers

Skills Requested of Maids and Housekeeping Cleaners
Skills of the Future / Skills of the Past
Includes skills requested in less than 10% of job postings for Maids

Orlando 12 Month Demand [Postings Requested May 2019 - May 2020]
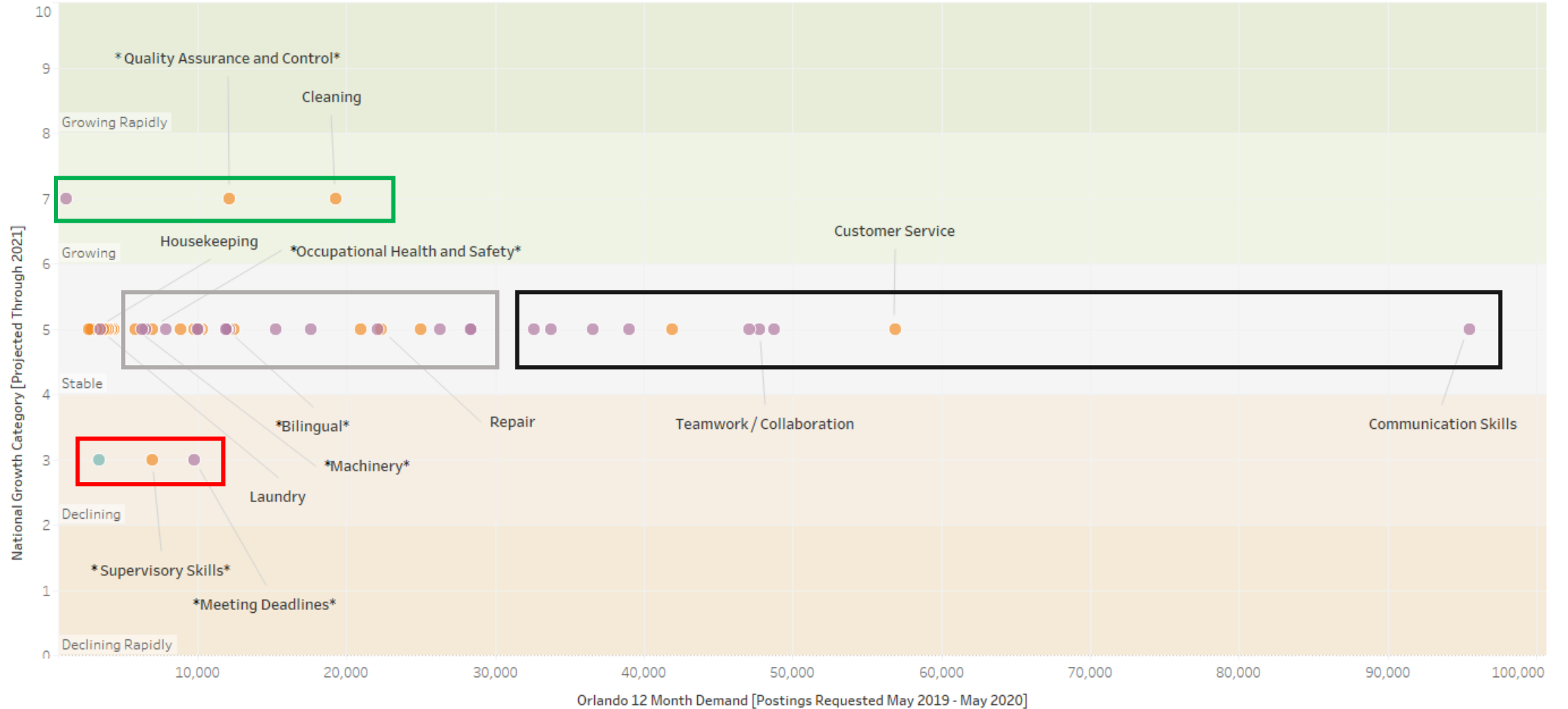
Skills Highlight Opportunities for Upward Mobility and Continued Education

	Maids	Industrial Engineering Technicians
Avg Wage	$23,200	$50,700

	Maids	Industrial Engineering Technicians
Top Skills Required. Specialized or baseline skills that stand out in job posting data. These are often the skills most frequently requested. *The same skills are highlighted across occupations*	Cleaning	Repair
	Infection Control	Predictive / Preventative Maintenance
	Repair	Machinery
	Predictive / Preventative Maintenance	Schematic Diagrams
	Occupational Health and Safety	Occupational Health and Safety
	Safety Training	Welding
Top Certifications Required		Driver's License
		Electrician Certification
		Security Clearance

Skills being requested in job postings for both Maids and Industrial Eng Techs. Could be baseline skills to build upon or provide additional on the job training.

Opportunities for rapid credentialing programs.

100 = Average chance of being automated.

Source: Burning Glass Technologies, JobsEQ 2018 Wages, EMSI Automation Index

SKILL REPORTS

Questions?
Danielle.Permenter
@orlando.org

REVIEW OF TRAINING INVESTMENT AND PERFORMANCE
IN A PANDEMIC ECONOMY

CENTRAL FLORIDA UNEMPLOYMENT RATE

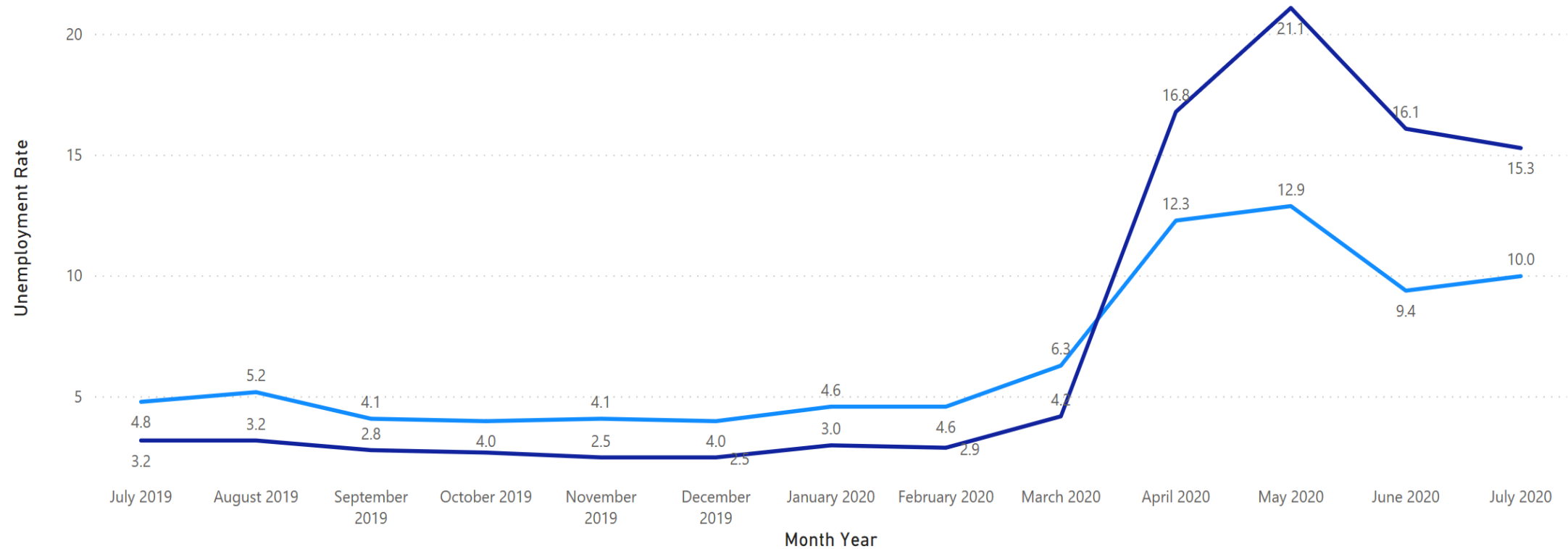**15.3% = Orlando-Kissimmee-Sanford MSA Rate**

Down .8% from July 2020

11.3% = Florida Unemployment Rate

10.2% = US Unemployment Rate

Region 12 Unemployment by MSA
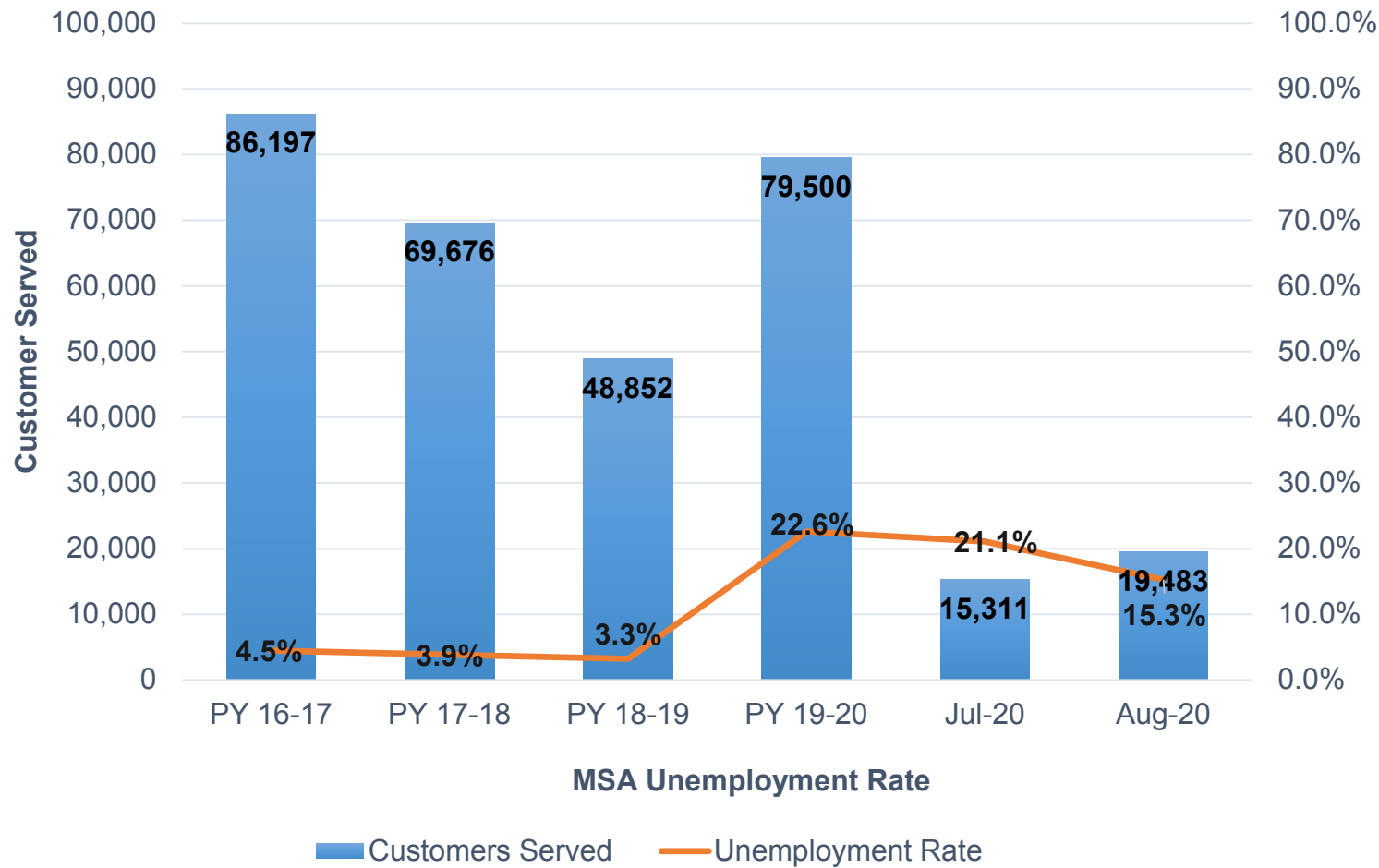
Unemployment Rate by Month Year and MSA (%)

MSA ● The Villages, FL (MSA) ● Orlando-Kissimmee-Sanford, FL (MSA)

Source: Florida Department of Economic Opportunity, FRED, August 2020

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CSCF CAREER SEEKERS SERVED: 4-YEAR REVIEW

- As unemployment levels decrease, number of customers served by CSCF also decreased

- COVID -19 impact has exceeded demand for CSCF support over previous two program years

- By August, CSCF has served 24.5% of last year's total

Data Source: EFM, OSST - Date Range: 7/1/18 – 8/24/2020
Bureau of Labor Statistics, August 2020

TRAINING INVESTMENT OUTCOMES: PY19-20

High Growth Industry View: Budget to Actual

INDUSTRY VIEW	GOAL $ INVESTMENT	ACTUAL INVESTMENT (EXPENDITURE)	OBLIGATIONS	Combined Expenditure and Obligation
Career Readiness	$ 3,220,000	$ 1,396,933	$ 221,008	$ (194,927)
Advanced Manufacturing	$ 1,500,000	$ 600,725	$ 152,903	$ 274,283
Construction and Utilities	$ 1,100,000	$ 709,754	$ 148,189	$ 391,643
IT and Finance	$ 2,000,000	$ 811,638	$ 613,154	$ 1,676,533
Healthcare	$ 1,300,000	$ 1,639,025	$ 377,413	$ (91,559)
Hospitality	$ 300,000	$ 151,623	$ 86,303	$ 446,381
Trade and Logistics	$ 1,800,000	$ 1,391,521	$ 398,752	$ 18,762
TOTAL	$ 11,220,000	$ 6,701,220	$ 1,997,722	$ 9,222,278

Tuition/Books/Supplies	$ 4,686,508
Work Experience	$ 1,961,026
On The Job Training	$ 53,628
TOTAL	$ 6,701,162

- $9,222,278 is **82%** of Overall Investment Goal

ENGAGING THE TALENT POOL: TRAINING
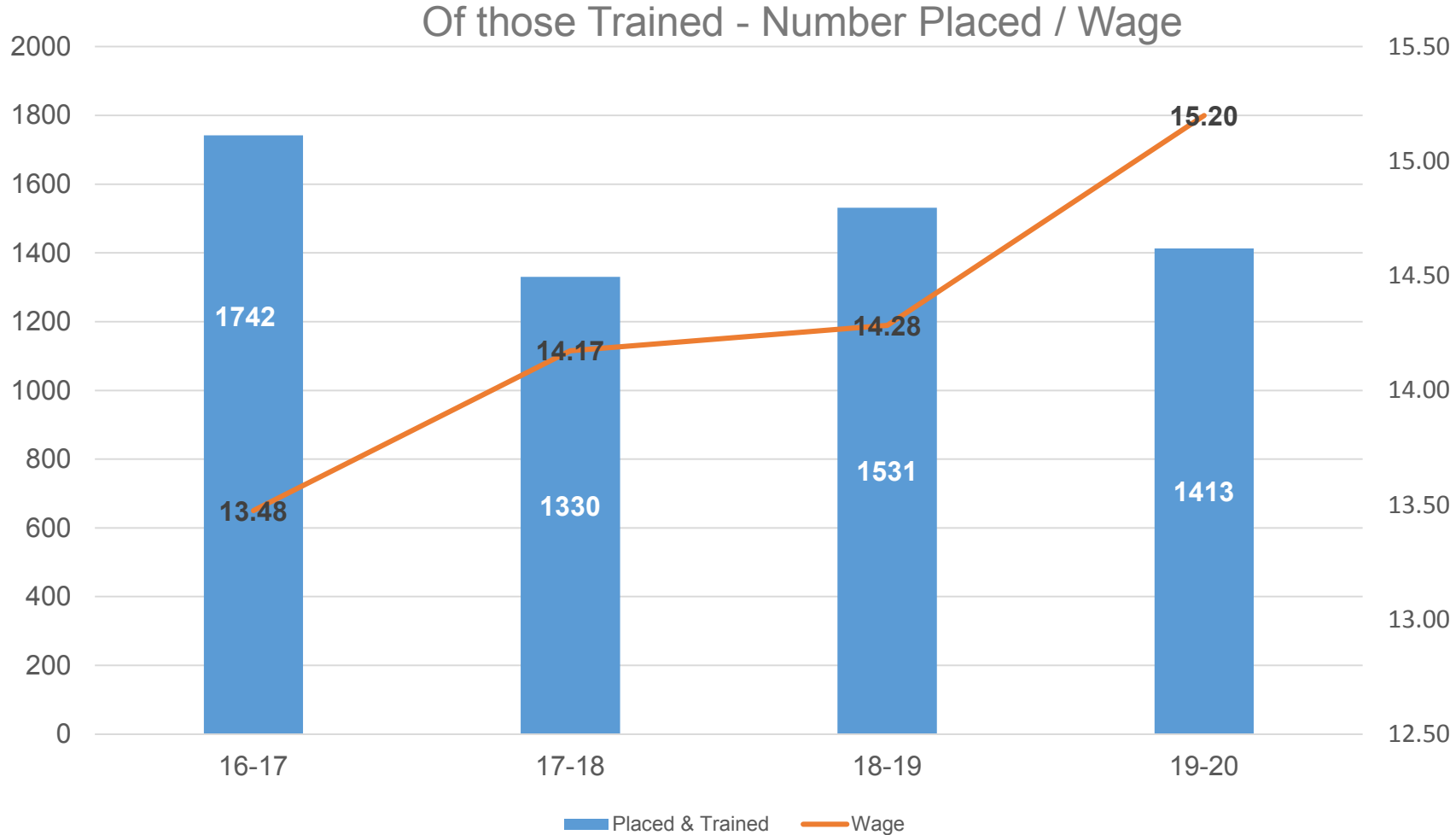
Number Enrolled
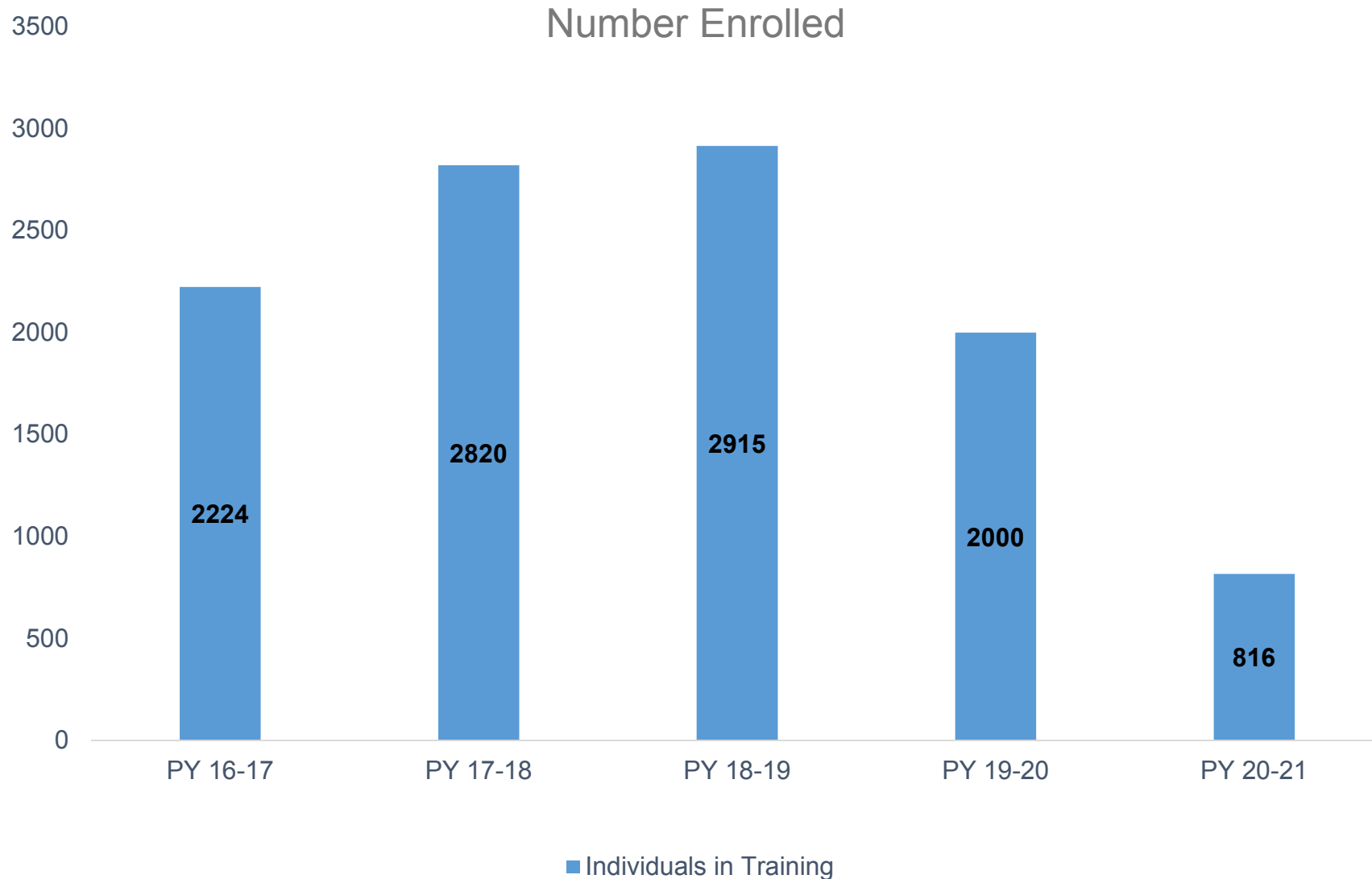
- Interest still high among career seekers to upskill

- Despite unemployment rates decreasing, training enrollments have increased over the last three years
  - ➤ Training enrollments did decrease last PY due to COVID-19

- More than 300 new enrollments to date

■ Individuals in Training

Data Source: EFM, OSST
Date Range: 7/1/16 – 8/24/2020

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ENGAGING THE TALENT POOL: WAGES & PLACEMENT

Of those Trained - Number Placed / Wage

- 118 **less** Placements year over year primarily due to COVID-19

- Wages continue to increase and exceed $15 per hour goal

Data Source: EFM
Date Range: 7/1/16 – 6/30/2020

RETURN TO AGENDA

COMMITTEE DISCUSSION

High Growth Industry Investment:

1. Do we continue to invest in the current 6 named sectors, or more broadly define the opportunity for investment for rapid employment into the current COVID markets?

- **Next Steps for November's Career Services Committee Meeting**

Should we conduct skills analysis of COVID laid off workers and map to new job openings to determine if employer based hiring or traditional scholarships would be a better investment?

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Information / Discussion / Action Items

Other Business

Adjournment

OTHER BUSINESS

RETURN TO AGENDA

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ADJOURNMENT

THANK YOU!