



SUMMARY REPORT

November 1, 2017

Florida State University
Turnbull Conference Center

EVENT DETAILS

The **Talent Innovation Summit**, presented by the **CareerSource Capital Region Board of Directors** on Wednesday, **Nov. 1, 2017**, at the Florida State University Turnbull Conference Center attracted **132 attendees** representing local businesses and education providers as well as economic development and workforce development partners.

Agenda

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| 8:00 a.m. | Breakfast and Check-In |
| 8:30 a.m. | Welcome |
| 9:00 a.m. | Keynote Session: Future Jobs and the Search for Talent, Edward Gordon, Ph.D |
| 10:30 a.m. | Video Conference Session: Talent and Workforce Issues Facing the Nation, Ron Painter |
| 11:15 a.m. | Breakout Sessions: <ul style="list-style-type: none">• <i>Lack of Skills Training: What Skills are Commonly Missing</i>• <i>What Tomorrow's Workforce Will Demand and How to Prepare for It</i>• <i>Internships and Apprenticeships: Earn While You Learn</i>• <i>Recruiting Beyond the Job Boards</i> |
| 12:30 p.m. | Lunch and Breakout Session Reports |
| 1:30 p.m. | Closing |

This summary report outlines the findings and feedback collected during the Breakout Sessions.



BREAKOUT SESSION



Colene Rogers

Keynote Speaker, Leadership/Executive
Coach & HR Consultant
Colene Rogers & Associates, LLC

Lack of Skills Training: What Skills Are Commonly Missing?

In this session, attendees will identify skills that are commonly missing among candidates and employees in the workforce. Opportunities for training for our current and future workforce, and how these skills can increase business productivity, performance, and profit also will be discussed.

Colene is a Leadership & Motivational Speaker and travels extensively to train organizations in effective leadership. Colene makes companies more valuable by teaching the supreme importance of valuing others and how to do it. With more than 15 years of HR experience, she has learned that people leave people—not companies. Colene is a senior certified HR Professional (SHRM – SCP) and Professional in Human Resources (PHR). She is a member of the National Speaker Association and has been coached by John C. Maxwell as a certified leadership speaker, trainer and coach with the John Maxwell Team. Colene is a graduate of the University of Central Florida with degrees in Organizational Communication and Public Speaking. She served as the 2016 President of Big Bend SHRM, was awarded the 2016 HR Florida State Council President of the Year, and currently serves as the HR Florida Marketing Chair. Colene’s passion is helping individuals and companies reach their full potential through effective leadership and personal development, which ultimately advances organizational goals. Colene has spent time in the board room and on-stage working for Walt Disney World, Hyatt Hotels, the State of Florida, and recruiting for both profit and nonprofit organizations.

KEY TAKEAWAYS

How do you teach initiative, motivation, and passion?

These soft skills should be taught at a young age and require parent or guardian involvement.

Other best practices that were shared included:

- Job Shadowing
- Strengths Assessments
- Job Placement to Ensure “A Good Fit”
- Realistic Job Previews During Hiring Process
- Career Progression and Development Opportunities

Communication Skills Need Improvement

Attendees discussed the need for improvement in communication skills. Employer expectations need to be made clear, including the preferred methods of communication/etiquette. Leadership needs to remember that communication is two-way. They need to listen to employees to understand their needs as well. Cultural barriers and barriers in tech fields with non-technical staff are also issues.

Local Area Lacks Educational Partners for Skilled Trades

Attendees indicated a lack of training available for skilled trades such as carpentry, plumbing, etc. Attendees also noted the importance of increased communication among businesses and secondary schools.

Wakulla High Schools programs were highlighted as a best practice for the local area as their students are exposed to auto mechanics, carpentry, culinary arts, television production, welding and other trades prior to graduation.

“Let people know that it’s okay to fail and they’ll be more likely to succeed.”

—Colene Rogers



Keith Garvin

Manager, Digital Video Director
Florida Agricultural and Mechanical University (FAMU)
Center For Public Computing & Workforce Development

What Tomorrow's Workforce Will Demand and How to Prepare for It

In this session, attendees will discuss recruitment and retention strategies to attract and keep talent. Millennials and Generation Z have different expectations from their employers, so organizational benefits, culture, and strategies for a diversified workforce also will be discussed.

Keith Garvin is the Director of the FAMU Center for Public Computing and Workforce Development, a recipient of a \$1.4 million grant funded by the American Recovery and Reinvestment Act through the Broadband Technology Opportunity Program. He and his team have turned The Center into a state-of-the-art facility that houses 80 workstations and boasts five remote locations, serving individuals and small businesses daily in the greater Tallahassee area. With several K-12 & adult STEM programs implemented over the years, their mission is to provide training in highly sought after software languages and IT services to rural and under-served areas. Keith has called Tallahassee his home for the past 15 years and has a passion for helping entrepreneurs like himself build and grow successful businesses. He proudly serves on the Capital City Chamber of Commerce Board of Directors and is a lifelong Rattler.

KEY TAKEAWAYS

What trends are businesses seeing in benefits requested from individuals entering the workforce?

Attendees affirmed the growing need for a better work-life balance as well as flexible work schedules. The following items also were discussed as growing in popularity among individuals entering the workforce:

- A Fun Workplace
- Better Health Benefits
- Current Technology in the Workplace
- More Casual Dress Code

How are businesses improving their culture to accommodate different priorities among individuals entering the workforce?

Employers must be open to accommodating unique requests by creating a culture of learning, providing feedback, inclusion and flexibility.

The following best practices were shared:

- Implement Flexible Work Schedules
- Increased Listening to Employee Concerns
- Implementation of Employee Suggestions
- Provide Consistent Feedback and Include All Levels of Employees in Decision Making Process
- Incorporate Social Media in the Workplace

How are recruitment strategies changing to attract new individuals entering the workforce?

Attendees discussed the importance of using social media for recruitment and to showcase the company's culture. Improving benefits and offering more perks and incentives was also discussed as a recruitment strategy.

BREAKOUT SESSION



Shelly Bell

Director of Career, Technical and Adult Education
Leon County Schools

Internships and Apprenticeships: Earn While You Learn

In this session, attendees will discuss opportunities employers miss by not offering internship, apprenticeship, and on-the-job training programs. These work-based learning models can be utilized by employers to train individuals for future job openings and to gauge the ability and suitability of each individual before employment even begins. During this session, you will learn about the various work-based learning models and how to leverage them to meet your organization's talent needs.

Shelly Bell has worked in public education in Leon County for the past 17 years. In 1999, she earned her Bachelor's Degree in English Education from Florida State University, and in 2002 earned her Master's Degree in Educational Leadership. Shelly started her teaching career in 1999 at Belle Vue Middle School. In 2003 she entered School Administration as an Assistant Principal at Wesson Elementary School. In 2007 she was named the Principal at the Academy of Academics and Technology, and in 2008 named the Principal at Elizabeth Cobb Middle School. After four years at Cobb, in 2012 she was named the Principal at Amos P. Godby High School. After five successful years at Godby, Shelly was asked to move to district administration as the Director of Career, Technical and Adult Education. During her time in education, Shelly has held strong to the belief that schools must provide students options for career and college readiness. She was instrumental in building the engineering, aviation, and certified nursing assistant career programs at Godby High School. Shelly is passionate about helping all students acquire the challenging academic, technical, and employability skills they need to succeed in postsecondary education and high-demand careers.

KEY TAKEAWAYS

What are the pros and cons of implementing an apprenticeship or intern program?

Opportunities:

- Can extend beyond traditional trades and into any field
- Helps to build talent pipelines from secondary education
- Provides customized training based on job tasks and the businesses' needs
- Improves talent retention
- Saves businesses money in employee's wages and produces a high return on investment if employee is retained

Challenges:

- Stringent guidelines for registered apprenticeships hinder new program development
- Long-term planning is required to develop apprenticeship curriculum and schedules
- Large businesses have more manpower and resources to devote to programs
- Short-term internship programs cause high turnover

Best Practice Example

Tallahassee-Leon Federal Credit Union has an informal apprenticeship program with rotating job training. The program is technically an internship, but they received higher quality applicants by changing the name. The current employees appreciate additional assistance, though they were skeptical at first. Currently, three interns begin on a group project, then they separate and specialize based on their interests and skill sets. There are challenges around availability and scheduling due to college classes, which required modification to the projects interns worked on.

KEY TAKEAWAYS

What work-based learning programs are available in the local area?

Gadsden and Leon Counties offer summer student internship programs. Both started primarily with public employers and have added soft skills training over the years. These programs could pre-date traditional apprenticeships.

Similarly, secondary education offers 225 different certifications in culinary, IT, health care and more.

CareerSource Capital Region offers both work experience and on-the-job training programs to assist businesses with training new employees and hard-to-fill positions. While these are not traditional apprenticeship programs, they offer a similar outcome.

Other Takeaways

1. Local community needs a greater understanding of the differences between on-the-job training, work experience, internships, apprenticeships and externships.
2. Parents need more information about training opportunities to de-stigmatize apprenticeships.
3. Collaboration is critical among all partners.
4. A stronger apprenticeship pipeline will benefit our community's businesses.
5. FL Department of Education and CareerSource Florida have opportunities for assistance in creating successful apprenticeship programs.

BREAKOUT SESSION



Russell Mercer
District Manager
Kelly Services

Recruiting Beyond the Job Boards

In this session, attendees will share best practices for the recruitment of qualified talent for open positions. Some studies show that up to 85% of positions are filled without being advertised. This session will discuss methods employers in the region are using to fill positions without using job boards.

Russell Mercer is currently the District Manager for Kelly Services. Russell has the pleasure of managing operations to ensure that Kelly candidates are exposed to a variety of companies, career paths, and opportunities. With more than two decades in the staffing industry, Russell brings the best practices to Tallahassee's leading employers.

Russell also served as the Executive Center Manager for the local workforce board, WORKFORCE plus, HR Generalist for the Faneuil Corporation and Director of Sales and Marketing for RealTime Services, a payroll funding company. Russell is passionate about the human resource field and is an active member of Big Bend SHRM where he has served as a member of the Workforce Readiness committee and as the facilities chair on the board for the past six years.

Russell has been a frequent guest speaker at Florida State University and Florida Agricultural and Mechanical University on a variety of employment-related topics. Russell is a graduate of the University of Central Florida with a BS degree in Business Administration - Human Resource Management.

KEY TAKEAWAYS

What recruiting methods are you currently using, other than posting on job boards?

Advertising a position on a job board is not enough to recruit top talent.

Referral programs can be an effective recruitment tool. Some of the following best practices regarding referral programs were shared:

- Three Tier Levels: \$250, \$500, \$750
- \$500 on hire date, \$500 after six months of employment
- If you cannot write a referral check, find a way to show recognition and appreciation of the person making the referral and offer to provide them with referrals as well.
- Reverse Posting

Referral programs are only effective if you have a lot of engagement and a personal connection with those whom you are asking for referrals.

Attendees also discussed paid internships and telling people about a job opening before it's even been posted as additional recruitment tools that are currently used.

Does your business spend the same amount of time and money on recruiting as you do acquiring new customers?

If not, you should. Recruiting is about more than just sourcing candidates. Onboarding and retention are crucial.

Invest in ongoing training. Your team is your most valuable asset. Improve your onboarding program.

An effective recruiting strategy should focus on why people are exiting the organization.

KEY TAKEAWAYS

Is your business recruiting only unemployed talent, which represents less than two percent of the population, or are you also recruiting the underemployed?

Attendees discussed the following strategies for recruiting the underemployed:

- Look for transferrable Skills
- Make your people feel valued
- Create a pipeline of candidates for high turnover jobs

Recruiting should not rest solely on the human resources staff or department. The entire organization should have ownership of the recruiting process.

Attendees suggested implementing the 70/30 Rule. You should spend about 70 percent of your time sourcing candidates for an open position and 30 percent of your time building relationships with candidates who may be suitable for future openings.

Talent Retention Strategies

Bonuses are a talent retention strategy. Most are given after five years of employment at a business. Several attendees indicated that a more short-term solution is necessary to retain employees. Many new employees leave after training. Ideally, it is best to ensure that prospective employees have a long-term mindset before hiring.

Another strategy to improve retention is to sell a career path, not a position, during recruitment and reviews. For example, a bank teller to a branch manager. Clearly outline the path to success for each position.

Using Social Media to Attract Passive Candidates

Social media provides businesses with an opportunity to self-promote their company culture. Several ideas for content to post on social media were shared. Some of these ideas include personality testing and skills assessments, or a video of employees discussing the company culture and what it is like to work at the business.

THANK YOU

We would like to recognize the CareerSource Capital Region Board of Directors for their commitment to supporting workforce development in Gadsden, Leon and Wakulla counties.

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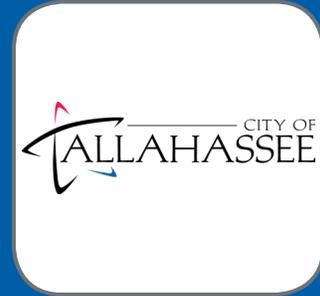
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325 John Knox Road
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