



**Quarterly Board Meeting**  
**December 5, 2017**  
**12:00 p.m.**

**Present:** Beth Kirkland, Regina Browning, Brad Coburn, Mauricio Endara, Allison Gill, Jonathan Gray, Holly Henderson, Patrick Hutto, Rebecca Kelly-Manders (conference call), Maria Mead, Jim Murdaugh, Jeanna Olson, Ellen Piekalkiewicz, Nina Singleton Self, Katrina Tuggerson-Alexander, Kevin Vaughn, Scott Watson. **Absent:** Sandra Bucklew, Pamela Gay, Cristina Paredes, Melissa Rudd, John Shuff, Brandon Wienke. **Guest:** Carol Hill, Commissioner Nick Maddox, Brian Smith, Carlette Smith, Rebecca Weaver, **Staff:** Charlotte Brown, Ruthann Campbell, Caitlin Carrin, Dan McGrew, Jim McShane, Kara Palmer Smith, Dee Robinson, Matt Salera, Lorraine Wells, Trish Yahn.

**Recording:** Caitlin Carrin

**Call to Order:**

Chair Beth Kirkland welcomed everyone to the second quarterly Board meeting of the program year and called the meeting to order at 12:08 PM.

**Action Item I: October 12, 2017 Meeting Minutes Approval:**

Chair Kirkland asked if anyone had any questions or comments about the October 12, 2017 meeting minutes. There were no questions from the Board or the public. **Motion:** Chair will entertain a motion to approve the minutes; Scott Watson motion; Jim Murdaugh, second. All in favor. **Action Item I approved.**

**Action Item II: Consent Agenda:**

The consent agenda included the approval of the 17-18 Budget and Unrestricted Budget put forth by the Finance Committee. Chair Kirkland asked if anyone wanted to pull any items from the consent agenda. There was no request to pull any items from consent. **Motion:** Chair will entertain a motion to approve the consent agenda; Kevin Vaughn motion; Scott Watson, second. All in favor. **Action Item II approved.**

**Featured Partner:**

Chair Beth Kirkland invited Carol Hill, Director of Resource Development, and Rebecca Weaver, Director of Health Strategies, from the United Way of the Big Bend, to share a brief presentation with the Board members present. They shared the results of the CareerSource Capital Region campaign for United Way, during which CSCR raised over \$15,000. They thanked everyone for their commitment to the mission of United Way. They shared some of the ways the United Way serves our community in the areas of income, healthcare, and education – including their Reality Store program and their Smile United program. Finally, Carol and Rebecca emphasized the importance of the partnership between CSCR and United Way and discussed some of their joint efforts in the community, including with CSCR's Dynamic Futures program and Career Pathways Council.

**DEO Annual Performance Presentation:**

Chair Beth Kirkland introduced Daniel Harper, from DEO, who joined the meeting by conference call to give the DEO Annual Performance Presentation for CareerSource Capital Region's 2016-2017 fiscal year. He explained that the Department of Economic Opportunity, under the direction of CareerSource Florida, is responsible for assigning staff to meet with each local workforce development board annually to review the board's performance and to certify that the board is in compliance with applicable state and federal law. D. Harper then gave an overview of Florida's Workforce System. Next, he shared the total amount of statewide funding for the year (\$214,460,201), highlighting that the majority of funding comes from the Workforce Innovation and Opportunity Act (54%), Welfare Transition (24%), and Wagner Peyser (12%). Then, he shared the total local

amount for the year, \$5,491,550, allocated as follows: \$3,358,381 for WIOA, \$1,234,890 for Welfare Transition, \$497,527 for Wagner Peyser, \$216,000 for Veterans, \$168,164 for SNAP, and \$16,588 for Reemployment Assistance. Daniel informed the board members present that 92% of the expenditures were spent on direct client services and 8% were administrative expenditures – meaning that out of a total of \$5,017,038 in workforce expenditures last year, \$395,364 was spent on administration by the local board. Next, he stated that CSCR had an ITA expenditure rate of 32.82% for the year, fulfilling the 30% annual requirement. D. Harper then explained that at least 75% of the WIOA funds spent on youth are required to be spent on out-of-school youth – CSCR fulfilled that requirement because 100% of the WIOA funds were spent on out-of-school youth. Daniel then began his review of the Common Measures report, mandated by the USDOL as an assessment tool for state workforce systems and consisting of: 3 Adult Measures, 3 Dislocated Worker Measures, 2 Youth Measures, and 3 Wagner-Peyser Measures. He shared that all of the Common Measures were exceeded for the year, except for 4 measures: Adults Employed 2<sup>nd</sup> Quarter After Exit (78.33% of performance goal met), Adults Median Wage 2<sup>nd</sup> Quarter After Exit (81.43% of performance goal met), Dislocated Workers Employed 2<sup>nd</sup> Quarter After Exit (69.63% of performance goal met), Dislocated Workers Median Wage 2<sup>nd</sup> Quarter After Exit (88.64% of performance goal met), and Youth Employed 2<sup>nd</sup> Quarter After Exit (82.37% of performance goal met). Daniel also shared the progress on reaching the performance goals for the current program year. Finally, he concluded his report by explaining that federal law requires the state to develop an oversight system to monitor all workforce programs receiving federal funds. DEO, in consultation with CareerSource Florida, annually develops and implements a process for monitoring LWDAs. Corrective Action Plans to address all findings are required, and programmatic and performance monitoring is completed annually. He shared that there were 8 findings for PY 2016-17, an improvement from 12 findings for the prior year. The majority of the findings were in the Wagner-Peyser program and the Welfare Transition program. Daniel Harper concluded his presentation by asking if anyone had any questions. There were none.

#### **Employer Testimonial:**

Chair Beth Kirkland welcomed Brian and Carlette Smith, owners and operators of Smith Cleaning Service, to share with the Board their experience with CareerSource Capital Region. Carlette said that she and her husband own a full-service maintenance and janitorial company that specialize in lawn, cleaning, and maintenance services. She said that she would like to share how CareerSource solutions have significantly benefited and contributed to the growth, sustainability, and success of Smith Cleaning Services. Carlette attended a workshop at the Big Bend Minority Chamber of Commerce, where she heard Kara Palmer Smith give a presentation about some of the resources that are available to local business owners. After the workshop, Kara listened to some of Carlette's needs, and referred her to Tichaona Matewa, an Account Executive at CSCR. Carlette said that T. Matewa was very accessible, responded promptly, and scheduled a meeting as soon as possible. After a few meetings with Tichaona Matewa and Trish Yahn, Carlette was enrolled in the iSTEP program. She couldn't believe how fast the process was, and how helpful and passionate the CSCR staff were. She was finally receiving some much needed help for her company. Carlette commented that she and her partner wear many hats in their business, acting as accountants, administrative assistants, human resource administrators, marketing executives, etc. They were feeling overwhelmed before they met Kara Palmer Smith, and unsure of what resources were available to help. Carlette stated that the iSTEP program helped them overcome significant challenges in their company. She was immediately provided with a trained, pre-screened administrative assistant, which allowed her to operate her business more efficiently and effectively. This allowed them to focus on growing their company, and to provide jobs in the community. They also placed a CSCR pre-screened career seeker in two of their federal buildings – Immigrations & Customs, and the Drug Enforcement Agency. Carlette said that their vendors are pleased with the applicant and they have received positive remarks regarding his work as a cleaning specialist in the buildings. She was excited to report, that they will be hiring this career seeker as a full-time employee of Smith Cleaning Services, after he completes the iSTEP program. Carlette concluded by thanking the Board members for listening to how CareerSource Capital Region has helped their company grow and sustain in this competitive market. Beth Kirkland, Jonathan Gray, and Katrina Tuggerson-Alexander, all gave supportive remarks of Carlette and Brain, thanked them for sharing their story, and said how

glad they were to hear how the solutions provided by CareerSource Capital Region are having such a positive impact on local business owners. They encouraged her to continue to share her story with other people in the community.

#### **Blue Ribbon Nominating Process Presentation:**

Jim McShane stated that one of the things we need to do to have this Board be sustainable over time is to really look at how we can start to encourage other community members to become part of this Board and to actively participate on our committees. He said that all of us have different spheres of influence and people that we know. In the long run, the Board will have people change jobs, have other commitments, or have their terms expire and move on. So how do we start to build the capacity of the Board by starting to build a pipeline of individuals who we would like to serve on our Board in the future? That's where the Blue Ribbon Nominating Committee comes in. The idea was put forward by a company called Blue Avocado. Jim said that the idea is to select people to invite to a one time meeting/event, where we are not going to ask them to be on the Board, but rather we will ask them to recommend to us someone that they feel would make a good future Board member. Jim said that we would like to develop a list of 25 potential Blue Ribbon Nominating Committee members. He said that our situation is slightly more complicated than other nonprofits, because we are mandated by federal and state statute to have 7 Board seats from Leon, 3 from Gadsden, and 2 from Wakulla. Though we can't change the requirements for our Board seats, we do have the ability to make sure we have people engaged and learning about what we do, so that they are prepared to replace a Board member when the time arises. At the Blue Ribbon Nominating Committee meeting, there will be a 15 minute update on our critical path and where we are going as an organization. We will be clear about who we need as Board members – CEOs, Senior HR Managers, people who are hiring and have decision making power in their organization. We also want to make sure to have a diverse group of Board members. J. McShane said that the next step, after the Blue Ribbon Nominating Committee meeting, will be for the CSCR Nominating Committee to sift through the recommendations and select the first people to call. Next, when we have a nomination that we would like to put forward, we will go through the process of having them nominated by a Chamber or an association, followed by the County Commission who will make the final approval of the person we are recommending. Jim commented that it is crucial to be strategic about who we have on our Board, and every Board member needs to be a part of that strategy. Jim wrapped up this presentation by giving the Board a timeline – he said that over the next two months he would like to receive one Blue Ribbon Nominating Committee suggestion from each Board member. Once we have a list of names, we will move forward with inviting them to the Blue Ribbon Nominating Committee meeting.

#### **Chief Executive Officer Report:**

CEO Jim McShane began his report by thanking all of the Board members and the Executive Committee – he said that yesterday he signed his contract for a 3 year extension. He said he is very pleased and is appreciative that the Board also gave him a raise. He said that he has the best staff that he has ever had and that it makes such a difference when he goes to work every day and can count on competent people who are doing the work with him and making sure that everything runs the way that it should. Jim said that he had a meeting this morning with Leon County and that we are working with them on a couple of exciting projects: an apprenticeship program and the Leon County Summer Youth program. He said that he also continues to chair a statewide apprenticeship population outreach committee, through CareerSource Florida and facilitated by Maher & Maher. They are looking at best practices across the country to address this issue with regard to targeted populations such as: women, veterans, minorities, ex-offenders, etc. The goal is to be able to make a recommendation to CareerSource Florida by March. Jim said that he continues to chair the Audit Committee for the Early Learning Coalition, where he also serves on the Executive Committee. He remarked that Matt Guse of ELC is a wonderful leader and that he is so impressed with the strides he has made within the organization and in their partnership with CSCR. Jim said that he has also been approached by Big Bend Community Based Care to embark on a partnership. He will be meeting with them this week to look at a program that DEO has put together to see how we can partner with mutual benefit to both organizations. Jim said he has been reappointed

by the county to be on the CHSP Review Committee, who review recommendations before they go before the county for approval. Jim is also now past chair of the Gadsden County Development Council (GCDC) and Big Bend Continuum of Care (BBCoC). He is on CareerSource Florida's Sector Strategy Committee which is trying to develop a statewide approach for sector strategies in Florida. CareerSource Capital Region has taken an innovative approach to the sector strategy model, and last week region's 1, 2, 3, 4, and 6 visited the Leon Career Center for a tour and discussion about how they can apply a similar model in their regions. Jim said that he and Kara will be attending the Florida Economic Development Council meeting in St. Augustine. He informed the Board that Shelly Bell from Leon County Schools has become a great partner and resource to help get in front of Principals, Counselors, and others in the school system to educate them on what CSCR has to offer. Jim said that he feels that what we are doing in the libraries with workshops, etc. should be done in the school system as well. He stated that he is still meeting monthly with Tim Center of Capital Area Community Action. He also has monthly meetings with Cristina Paredes and Al Latimer of the Office of Economic Vitality (OEV), as well as Michelle Dennard, CEO of CareerSource Florida. Jim is also a member of the Education Council at the United Way of the Big Bend. He said that he is working on putting together an annual sponsorship proposal, which will come before the Board sometime next year. Jim finished his report by sharing several other items, including: a testimonial video from Tasty Pastry, and an update on the Wakulla Career Center renovations and Ribbon Cutting event scheduled for January 31<sup>st</sup>. He announced that Trish Yahn won CareerSource Florida's Workforce Champion Award, CSCR won the Tobacco Free Florida Award, and Jeanna Olson won the Lighthouse Award.

#### **Senior Director Report:**

Senior Director, Kara Palmer Smith, began her report by sharing some numbers from the Business & Employer Solutions department, Executive Center, and Special Projects departments during the months of September, October, and November. We entered over 800 job postings in Employ Florida. We realized over 30 placements with the Salvation Army for their bell-ringer and other retail positions for the season. During this period, we also conducted a professional development workshop on Workplace Etiquette for 14 employees at Redwire. Kara stated that Redwire was the first employer to take advantage of our fee-for-service option for professional development workshops. A total of 4 employers this program year have taken advantage of our fee-for-service offerings. She said that if anyone would like to learn more about our fee-for-service offerings, they are encouraged to visit our website or contact Kara directly. Kara thanked Patrick Hutto and St. Marks Powder for being the title sponsor of the Paychecks for Patriots hiring event. Because of this sponsorship, we were able to feed 60 veterans and their families at our vet breakfast. At Paychecks for Patriots, there were 42 employers and around 140 career seekers in attendance. Right now, the team is in the process of following up with those employers to see how many veterans have actually been employed as a result of attending this event. Kara then encouraged all of the Board members to attend the Power Hour event coming up in two days at the Leon Career Center. This year, Power Hour is being sponsored exclusively by First Commerce Credit Union, and our topic for this particular Power Hour is Employer Branding: Promoting Your Company While Recruiting Top Talent. Jordan Jacobs from Moore Communications Group will be the key speaker for the event. Ask the HR Experts is next Tuesday at the Leon Career Center and Kara encourage the Board members to attend that event as well. Kara explained that Ask the HR Experts is a panel discussion that gives career seekers the opportunity to ask hiring managers and HR Managers questions related to the employment process. They also have the opportunity to network. Kara mentioned that she is always looking for speakers to sit on that panel and said that if anyone is interested in doing so, they should contact Trish Yahn. Next, she announced that ConnectionsCR will be held on January 18<sup>th</sup>. Kara explained that ConnectionsCR is our premier networking and recruiting event, where employers can interview professional-level talent in a "speed networking" format, similar to "speed dating". Also coming up is a roundtable discussion for staffing agencies in January, to share all of our solutions with them and enable us to form a stronger partnership with them. Kara announced that the Sector Rounds will begin in February. She reminded the Board that this is the culmination of a project that was started in February of 2017, when we held focus groups in the various sectors, where we brought together business, economic development, workforce development, and education partners, to talk about what challenges they were facing when it came to workforce issues and to attempt to come up with some solutions together. We then held the

Talent Innovation Summit on November 1<sup>st</sup>, so the Sector Rounds are the third and final piece of this project. At the Sector Rounds we will be talking about different trends and solutions to help bring the workforce, education, business, and economic development together and get everyone on the same page. In other news, Kara announced that Trish Yahn has been recently promoted to Client & Business Solutions Manager, and she will now oversee day-to-day operations for our Business & Employer Solutions team as well as our Executive Center team. We are now hiring for an Executive Center Career Consultant. Cheryl Cantley, the Receptionist and Workforce Services Assistant at the Executive Center, recently retired so we will be filling that position as well. Kara provided the Board members with a survey that she asked them to complete about our LEAD program. LEAD stands for Leaders Evolve and Develop and is a leadership development training that we will offer to businesses in the community, specifically targeting emerging leaders who are interested in advancing and growing within their organization. We are currently building the curriculum and surveying to determine the correct price point, so Kara would appreciate any feedback the Board members might have. She stated that she would be presenting the full proposal for the LEAD program at the Board meeting in March. She also said that they would be piloting the program sometime before next program year. Next, Kara provided some numbers for the Executive Center for the months of September, October, and November. We had 47 new career seekers, 167 attended workshops, and 30 direct placements into job postings that were listed on Employ Florida. Kara read some testimonial quotes from Executive Center career seekers, and she shared some significant job placements. Finally, Kara gave an update on the STEM Ready program. She said that there are some dollars left for training and shared that our Pathways to Employment Workshop series will be launching soon. These sessions are specifically geared toward our career seekers who are more difficult to place in positions. They will be done in a group setting with strategic conversations and innovative approaches. The Pathways to Employment initiative will culminate in a STEM Ready Reverse Hiring Fair, where the tables will be turned and the career seekers will present themselves to the employers. Kara concluded her report by announcing that she is now the past chair of the Alliance for Entrepreneurial Research Organizations (AERO).

#### **Other Items:**

Chair Beth Kirkland stated that as a Local Workforce Development Board, at the top of our organization chart we have three elected officials: Eric Hinson from Gadsden County, Jerry Moore from Wakulla County, and our Chief Elected Official is Nick Maddox from Leon County. She announced that Commissioner Nick Maddox was in attendance at the meeting, and she invited him to come up and share a few words with the Board members present. Commissioner Maddox thanked everyone for their hard work. He said that when he became an elected official in 2010, CareerSource was here and it was growing, but it didn't have as much of a presence in our community. He stated that we have really taken that to the next level, establishing strong partnerships with the county, the city, businesses, etc. He said that CSCR is finding more and more ways to spend the dollars that we get in, which in effect then helps them reach their goal, which is to have the lowest unemployment rate in the state of Florida. Commissioner Maddox said that this is a big compliment to CEO Jim McShane, but an even bigger compliment to the Board and the decisions that they are making and the programs they are putting in to place. He said that he has personally received phone calls and emails from people who have utilized CSCR solutions and that they are very pleased not only with the jobs that they are placed in, but also the process they went through with the organization and the staff who they worked with. Comm. Maddox said that it seems to him that CSCR didn't simply move in to a new building, but also added many more ways to help people get employed. He reiterated that he is extremely proud of what we are accomplishing and that he looks forward to what is to come. He said that if there is any way for Leon County to assist, to please let him know. He also thanked Jim for clarifying the role that the county plays, especially with regard to placing members on the Board, because there was previously some confusion there. Comm. Maddox stated that as we grow, understanding how we need to work together is very important. He encouraged everyone to keep innovating, don't be content with what we are currently doing, and keep pushing the envelope. He said that the county would be looking to CareerSource for answers and solutions, particularly with all of the change that is occurring in our city, our state, and our nation. Board Chair, Beth Kirkland, thanked Commissioner Maddox for his leadership and his support.

**Adjourn:** Chair Kirkland asked if anyone had any further questions or discussion. There were none. **Motion:** Chair will entertain a motion to adjourn the meeting; Scott Watson motion; Kevin Vaughn, second. All in favor.  
**Meeting adjourned at 1:20 p.m.**