



**Quarterly Board Meeting  
December 13, 2018  
12:00 p.m.**

**Present:** Beth Kirkland, Scott Watson, Shelly Bell, Nina Self, Jonathan Gray, Benjamin Boyd, Kevin Vaughn, John Shuff, Tawana Gilbert, Brad Coburn (conference call), Katrina Rolle (conference call), Holly Henderson (conference call), Sarah Murphy (conference call). **Absent:** Katrina Tuggerson, Rebecca Kelly-Manders, Mauricio Endara, Jim Murdaugh, Jeanna Olson, Maria Mead, Cristina Paredes, Melissa Rudd. **Guest:** Tiffany Osborne, Dacia Roberts (Conference Call). **Staff:** Jim McShane, Avandra Stroud, Charlotte Brown, Jujua Howard, Teresa Slade, Selena Coles, Kara Palmer Smith, Dan McGrew, Dee Robinson, Matt Salera, Lorraine Wells, Trish Yahn.

**Recording:** Avandra Stroud

**I. Welcome and Call to Order:**

Chair Kirkland welcomed everyone to the quarterly Board meeting and called the meeting to order at 12:01 PM.

Chair Kirkland said we have a new Board Member, Tawana Gilbert with Vocational Rehab, allowing Tawana to share a little about herself with the Board. Tawana shared she is the area director in Pensacola helping participants who need help finding and keeping a job which lines up with CareerSource services.

Chair Kirkland stated we have another Board Member that this is his first appearance at a meeting, Benjamin Boyd. Chair Kirkland invited Benjamin to share a few words about himself with everyone. Benjamin said agreed that this is his first meeting that he is usually tied-up at the restaurant, which he is the regional manager for Waffle House, Inc.

Chair Kirkland said we have a few staff announcements as well. She said we want to congratulate Jujua Howard who is the recipient of the Volunteer of the Year award from Big Bend SHRM, and invited Jujua to share a little. Jujua said she is blessed to work with Big Bend and CareerSource Capital Region that affords her the opportunities such as this that she can be a volunteer through CSCR.

Chair Kirkland invited Dan McGrew to share his staff announcements. Dan said there has been a lot of promotions. He said Billy Reddick is now running his own program in Texas. He said Heather Soileau was promoted from QPT to National Training Coordinator and is in Chicago doing her training. Dan said Teresa Slade was promoted to QPT (Quality Performance Tracker for staff). He said Adriana Williams was promoted from part-time Follow-up specialist to full-time Switchboard Operator.

Chair Kirkland opened the floor to Jim McShane for a few announcements he wanted to share. Jim said he was recently featured on NPR WSFU on the radio taped a week ago, aired December 11 same date he said he was in front of the Leon County Board of County Commissioners. Jim said he is grateful to each of you for the opportunity to serve as the CEO. He then thanked the Board Members for their service this year and the Executive Committee which recently completed his performance review for the year. He thanked all for their time, talent and treasure to this organization. Jim said he pledges his continued leadership in addressing issues of our system and how we can make it better. He said it will take our three pillars; innovation, collaboration and leadership, to move in a direction that will enhance our value to the employer community.

He said our partners in education, like Lively TCC, GTI, Keiser, Thomas University and Flagler are working together to ensure the Career Pathways website ([www.mycareerpathways.org](http://www.mycareerpathways.org)) is populated with info and costs associated with certifications to help career seekers. He shared Kim Moore as chair of the Career Pathways

Council with staff, Tandria James, will be attending the FCPN Symposium in January. He said we will be recognized nationally at the symposium for our program.

He shared he was in front of the Leon County Commissioners for 45 minutes and they are interested in setting up apprenticeship program mainly focusing on the 32304 zip code to help with jobs and opportunities. He said he also expressed with the County Commissioners the need to change Lively Technical name to Lively College, which would inspire more parents to encourage students to attend the school. He said currently parents think a “technical school” is not good enough education to urge their child to attend.

Jim thanked the staff for all their efforts this year. He said he’s glad to have their support in trying out new programs and their many outreach efforts to involve our community, and those we serve. He added we have built an excellent reputation for our collaborative efforts and must maintain them while moving forward. He wished all a wonderful Holiday Season and a Happy New Year.

**Questions:** None.

**II. Action Item I: October 4, 2018 Meeting Minutes Approval:**

Chair Kirkland had attendees to do roll call then asked if everyone had an opportunity to review the October 4, 2018 meeting minutes, and if anyone had any questions or comments on the minutes.

**Motion:** Chair entertained a motion to approve the minutes; Jonathan Gray motioned; Kevin Vaughn, seconded. All in favor. **Action Item I Approved.**

Chair Kirkland said the Board Self-Evaluation Survey on the table and has been broken down into bite size portions for completion. She said in January is the Board Strategy Meeting which we will have an opportunity to discuss later in this meeting.

**III. Action Item II: Consent Agenda:**

Chair Kirkland moved to the Consent Agenda, and explained that if any Board member believes any item on the consent agenda requires discussion or a separate vote, the Board member may request that the item(s) be removed from consent agenda and placed on the regular agenda for consideration.

The consent agenda included for the Finance Committee **a.** approval of the Budget 18-19 (Unrestricted) with an increase surplus of \$8,266 and total program funds available increased to \$18,651; expenditure of \$385 to FL Tobacco Free (FL Tobacco Free will always show 100% expended as we budget the amount actually paid to the staff making the referrals). Also, for the Finance Committee **b.** Approval of the Consolidated Federal Funds 18-19 Budget with proposed change of additional funds for N.E.G., National Emergency Grant, for Hurricane Michael in the amount of \$200,000 from DEO. For the Governance Committee **c.** The approval of Committee & Councils Charter Revisions (Audit Committee, Career Center Partners Council, Executive Committee, Finance Committee, Governance Committee, Nominating Committee and Strategic Policy and Planning Committee).

**Motion:** Chair will entertained a motion to approve the consent agenda; John Shuff, motion; Jonathan Gray, second. All in favor. **Action Item II Approved.**

Chair Kirkland explained that the public is allowed to participate; however, public comment is limited to 3 minutes, and gave opportunity for public comments. There were none.

#### **IV. Chief Executive Officer Report**

Jim McShane said we have 5 grants in to CareerSource Florida (CSF). He said his report is in the agenda packet and he will highlight a few things. He said he's apart of the US Conference of Mayors, planning to attend their meeting in January, and will send out info to everyone periodically. He said our Chair is on the Board of NAWB (National Workforce Boards) and she's now connected with folks at LinkedIn. He said they are working with LinkedIn for us to be a Pilot in collecting data to help both career seekers and businesses as to local job trends; training and movement in job changes.

He said our Chair had an hour long presentation to see what Workbay is all about and how much easier it will be for all to use. Jim said if CSF does not take a step forward on Workbay then the city has expressed interest in Workbay so he hopes they will work with us on it going forward.

Jim said Lively is changing to CompTIA certifications and he's excited about some of these initiatives. He said they are trying to get the alignments so that when participants come out they are exactly what businesses needed and can obtain jobs. He stated as he mentioned earlier, Commission Proctor wants this Board to focus on 32304 zip code to setup apprenticeships there. Jim says he wants a youth-build setup but not use their money as we would need \$1.2 million to make that work but they won't provide that amount therefore, we won't use their funds. He said talent resides in youth and they can be trained in plumbing, carpentry and electrical. He said we can even start the program with 5 youth and train them to work in those fields.

He said he made a proposal to CSF to buy a transit van after Hurricane Michael hit. He says if we can get a van anyone of us can drive it and that he also want to get a generator. Jim says he hopes to have the van up and running by spring, and that CSF were happy to give us the money towards this.

**Questions/Comments.** Jonathan Gray asked Jim McShane if he planned to dispose of the current mobile unit. Jim replied we plan to sell it to a career center within FGWA. Kevin Vaughn inquired what the need for a generator is. Jim said to use laptops at setup sites for online forms for assistance.

Chair Kirkland said the zip code that Jim spoke on came from Florida 20/30, indicating that the visual data presentation being displayed is an example (<https://thefloridascorecard.org/>). She explained the color green represents improving areas, red is for declining, blue means no change, and gray is informational. She said the roll-out today on their new strategy was discussed this morning specifically of Leon, Gadsden and counties to our east. She said Council for Adult and Experiential Learning (CAEL) partnering with FEDC to provide financial literacy to teach economic development which is another place we can look for direction as a Board. Jim added the ScoreCard is available in PDF and that he will have Avantra Stroud to send to all.

#### **V. WIOA Indicators of Performance Report July 2017 – June 2018**

Chair Kirkland moved to the next item on the agenda; opening the floor to Jim McShane. Jim indicated that the visual data presentation being displayed is the WIOA Indicators of Performance Report captured on quarterly basis. He explained yellow represents performance goal not met, green represents met and blue represents exceeded goal. Jim said the one area we're not meeting is median wage under Wagner Peyser that it's low. Dee Robinson stated the report covers program year 17-18. She said we always try to balance it out by using enter high wage earning career seekers against those of low wage earning. She added staff looks at this report regularly to ensure we are meeting our goals, and that our goals can be negotiated with DEO which was not formerly so.

**Questions/Comments.** Chair Kirkland asked if Leon and Wakulla wages are showing an increase that she understands data lags in looking at Gadsden County, they have an increase in wages in 2016-2017. Dee Robinson replied that we use the LLSOL which shows average wages at \$14.08 and that we try to place people at a higher rate than that. Jim McShane added that 5-6 years ago the Board made the decision to add the Executive Center

for those with degrees to capture the higher wage career seekers to balance the low wages, which hurts our performance measures.

## **VI. Senior Director Report**

Kara Palmer Smith said she is happy to report the STEM Ready grant has come to a close. She said the grant ran from March 2016- October 2018. She said there were a couple of challenges but we overcame them, and we met all the deliverables for the grant in partnership with CS North Central Florida. Kara said we had a total of 223 career seekers enrolled, a total of 161 enrolled in training, 44 enrolled in internships, total degrees/credentials awarded were 82, total worksites/agreements were 35, total job placements were 140.

Next, Kara shared we are transitioning into the NEG which was awarded in October after the Hurricane. She said we recently started working on the grant that will place 20 participants into temporary positions. She asked the group to inform her of anyone in non-profit or governmental entities willing to work on Hurricane Michael, and she will reach out.

Kara then announced upcoming events. She said in Cristina Parades' absence, if you are interested in Leon Works on March 8 see their website to register. She said we have started planning the Talent Innovation Summit for next year, and a date will be either in September or October. She said this year's was impacted by the Hurricane but still was successful. She said Trulieve recruitment event held November 3 had over 100 in attendance and 44 hired. Kara said the Hoover Treated Woods recruitment event will be next week, December 19 in Gadsden and it is our newest company. She said the LEAD initiative will launch in April 2019. She said we have the curriculum and content which is amazing and that we already have a list of companies that want to send their emerging staff. Kara said the cost is \$349.99 per person for a 1 ½ day training.

**Questions/Comments.** Kevin Vaughn asked if the NEG was a tri-county grant. Kara Palmer Smith said yes, Gadsden, Wakulla and Leon in that order. John Shuff asked within the oyster farming how many were hired. Kara replied that was actually a training but 1 person did hired from their training. Kara added that STEM Ready grant got a lot of people employed and trained and we didn't lose any money, and that our grant with CS North Central Florida and CS Flagler Volusia was one of the only H1-B grantees that met the deliverables.

## **VII. January 10<sup>th</sup> Board Strategy Meeting Discussion**

Chair Kirkland open this agenda item by asking the group to be sure to RSVP to Avandra Stroud and to send her any topics for discussion for the January 10 Board Strategy Meeting, so that we know if that date works well for everyone so that we have enough content and involvement. Jonathan Gray said he wants to point out to new members that when we come together we have an agenda that your input is needed to make this the best board in the state. Chair Kirkland thanked Jonathan then went to the visual display starting at page 29 of our 2 Year Local Operating Plan found at the below link:

[https://www.careersourcecapitalregion.com/uploads/documents/CareerSourceCapitalRegion\\_WIOA\\_Local\\_Plan\\_2\\_Year\\_Modification.pdf](https://www.careersourcecapitalregion.com/uploads/documents/CareerSourceCapitalRegion_WIOA_Local_Plan_2_Year_Modification.pdf). She said there is a laundry list of things we must meet. She said Dee Robinson went over this plan with the Board last year. Chair Kirkland said in looking at goals 1, 2 and 3 she posed the question where will we want to be in 10 years. She said we will have at least 40% still in the workforce, so how much of this pie can we attract in our communities.

She said as chair she has had the opportunity to work one on one with the staff and with Jim to get feedback. She said we have a capacity issue statewide in the regional workforce boards and local economic development, and this Board is working at 110%. Chair Kirkland said that as a Board we have an opportunity to look at capacity issues in January. She said we have time set aside but anyone can make a motion to make it a 3 hour meeting. Jonathan Gray said he thinks it's great and maybe 2 hours is too much for some folks that we can start with 2 hours and see if we need more. He said we can have as many meetings as we want, and that we have the best

resources in the state on this Board. Chair Kirkland asked if anyone on the phone had any comments and there were none. Kevin Vaughn said he feels topics will spin off once we get together on Jan. 10. He said he would love to hear from staff that he is a big believer that you should always hear from those on the front lines. A discussion ensued about Wakulla lacking in state support with economic development.

Nina Self state she agrees with Jonathan that last year she was the new kid on the block and admitted she was confused of her role and felt overwhelmed all we do, and stated she has not completely found her niche. She said she wants to discuss this and help figure out how we can all pull our resources together and get better bang for our bucks. Scott Watson shared he is unavailable for that date however he agrees with Jonathan and Nina; finding each's niche and connect resources. He said we may find things that are important to each's organization and this Board. Chair Kirkland says she's preparing the agenda and she hears and making note of what's being said. She asked if anyone else had anything else to add and there were none. Jonathan Gray made a **motion** to adjourn.

#### **VIII. Action Item III - Lively Technical Center Letter of Support**

Shelly Bell said she wanted to add to what Jim McShane said about Lively's name. She said they have been battling for the last 10 months to change their name to reflect "college" and that it goes before their Board on January 8. She said there are 49 technical centers in Florida that operate the same as them and 44 have changed their names, and that the battle for them confuses her. Shelly said she's asking this Board to write letters of support to Leon County School Board in support of their name change. Scott said perception is everything now days and he fully supports the name change, and if a motion is needed he makes a **motion**. Kevin second the motion. Jonathan says he mimics Scott and that parents are pushing their kids towards colleges so he's all for the name change. All in favor. **Action Item III Approved.**

Chair Kirkland asked if anyone had any announcements or awareness for group. A discussion ensued on topics of visiting hard hit coastal areas of Hurricane Michael, on the role of chief-elected commissioners in our region recruiting Board Members on our behalf, and on 850 magazine release in the next few days covering Wakulla, Leon and Gadsden County.

**Adjourn:** Chair Kirkland asked if anyone had any further questions. There were none. Chair Kirkland accepted Jonathan Gray's motion to adjourn the meeting. **Meeting adjourned at 1:24 p.m.**

**Next Meeting  
January 10, 2019  
3:30 pm**