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Career Pathways Council Meeting

November 9, 2021

2:00pm – 3:00pm

Conference Call: Jim McShane, Kimberly Moore, Khari Harrison, Trish Yahn, Kevin Vaughn, Tom Saxton, Joey Walter, Dr. Bill Means, Kevin Gherke, Angela Sapp, Lisa Jones, Cristina Paredes, Carrine Anaeto, Shelly Bell, Regina Browning, Rachel Oliver, Reenee Walter and Charlotte Brown

Guest: Sarah Mitchell and Amanda Rinear-Youn, Trulieve

Recording: Patricia McCray

I. Welcome & Call to Order

Chair Moore called the meeting to order and welcomed everyone to the quarterly Pathways Council Meeting and shared that she thinks the meeting will be exciting and robust. She then informed the council that she would allow everyone to introduce themselves and start with Jim McShane.

Jim McShane: Jim welcomed everyone and stated that he is the CEO of CareerSource Capital Region.

II. August 10, 2021, Meeting Minutes Approval

Chair Moore directed everyone's attention to the second line item on the agenda and outlined that she hoped members of the council had the opportunity to view it before the meeting.

Motion: Chair Moore entertained a motion to approve the August 10 minutes. Kevin Vaughn made the motion, and Dr. Bill Means seconded—all in favor.

III. CSCR Updates

Trish stated that all the career centers had been reopened, 100%. However, virtual appointments are still being facilitated for individuals who do not wish to come into the centers. Also, virtual workshops are still being offered for individuals who choose this medium. Trish outlined that from a business standpoint, business owners are hurting and are in dire need of help. The annual Paychecks for Patriots Hiring Fair was held in the morning, and sixteen (16) employers were in attendance, and all of them needed help, inclusive of CareerSource Capital Region. The company is doing its utmost best to find

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suitable individuals, but it has proven futile. Observation revealed that people are still not back in the work environment for many reasons, COVID being one of them.

Trish told the members that she was listening to the news earlier, and it was reported that the workforce had lost 3 million women. Since the council met last, the company has held eight (8) recruitment events for employers. In addition, there are four (4) recruitment events that are slated between now and mid-January, and two information sessions are scheduled for November 30 and December 1. Also, last week they held their 5th annual Talent Innovation Summit. One hundred and ten (110) people registered for the event; however, only ninety-four (94) attended virtually. So, the company is looking forward to the following year for an even better outcome.

Chair Moore opened the floor for conversation based on the report that Yahn gave.

Dr. Means entered the conversation and informed the council that they had decided to do a hybrid career fair. One hundred and eight (108) employers showed up at the Lawson Center, and in addition, there were seventy-nine (79) that participated in the next day's virtual aspect of the fair. There was a total of sixteen hundred (1600) students on both days. The students were engaged with the employers both virtually and in person. There was a surplus of employers, so they turned down employers for both in-person and virtual aspects of the fair.

Shelly Bell stated that almost all the students who are exiting their programs have jobs, and employers are reaching out to them before they leave the program. She believes that reaching out to K-12 students may assist by informing them of the current opportunities to make better-informed decisions.

Chair Moore stated that the council is tasked with arming the students with all the information they need, and the meetings will change in 2022 to achieve this goal.

IV. Career Pathways Website Analytics

Carrine informed the meeting that there is an increase in traffic to the main web page for Career Pathways and the How to Choose Career Paths page. Those are the most active pages on the website. In addition to that, the metrics show that they have had ten thousand four hundred and sixty-four (10,464) users on the website. For the past year, there have been about 60% male and 40% female. The top industries selected on the page were healthcare, IT, and manufacturing. The highest percentage at 30.42% is people between 18 and 24 years of age as it relates to age, and 27.60% accounts for individuals ages 25 to 34 years old. At 15.45% are ages 35 to 44. All the sources where traffic is coming from are direct links, search engines like Google and Bing, and also CareerSource Capital Region website. The top three states that people are coming from concerning engaging

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with the company's page; Florida is; first, California is second, Texas is third, and Michigan is fourth. Carrine also informed the council that there are more males than females based on the data, which is often the reverse.

V. Career Pathways Council/BPAC Joint Meetings

Chair Moore shifted the council's attention to this line item and outlined that the BPAC Joint Meeting is staff-led by Trish Yahn and focuses on employers, and this is one of the groups that fall under the umbrella of CareerSource.

Trish stated that the next BPAC meeting is next week, and the Career Pathways Council is on the agenda for that meeting. BPAC stands for Business Partnership Advisory Council.

VI. Training Updates/ETPL

Rachel stated that the DWFS has been doing an aggressive marketing campaign because they have seen increased traffic. Over the last 90 days, they have been able to enroll 90 adults. Culinary and CDL drivers training are the top two programs they have enrolled adults in for the first quarter. Over the last 90 days, they have enrolled 21 youth coming in for construction. Young people have been asking about retail, where they will sell clothing and shoes. Adults have been inquiring about continued education.

VII. Workforce Conversation

Sara thanked the council for the information that has been shared so far. Sara further mentioned that many people in Tallahassee might not know about Trulieve or the different opportunities they offer. So just kind of a high-level overview, Trulieve is an industry-leading vertically integrated cannabis company and multi-state operator. They have operations across 11 states, including Arizona, Massachusetts, and most recently, West Virginia, but they are genuinely proud to call Tallahassee, North Florida, the home to our headquarters as well as nearly 5,000 employees throughout the Big Bend. And by providing innovative, high-quality products across multiple brand portfolios. They have started to deliver optimal customer service experiences. They have increased access to cannabis, but most importantly, helping the patients and the communities they serve throughout the Big Bend. Poised for accelerated growth and expansion by using our hub strategy models that they've implemented. They will continue to build and scale in the retail and distribution centers and into new and existing markets.

Sarah stated that having this conversation, she thinks, is the ideal timing, and, with this unlimited growth and as the largest private employer in Gadsden County. Trulieve was named the United Way of the Big Bend, the annual business partner of the year. Sarah introduced Amanda, the Regional Cultivation Manager for Jefferson County and she's been doing a lot of great work in the community, just letting everyone know that Trulieve

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is here, and they have endless opportunities and are excited about it.

Amanda mentioned that while an efficient pipeline is needed, they try as best as possible to work with what they have. There are many opportunities that are missed due to inefficiency, and sometimes it is caused by a lack of succession planning. In addition, often, people forget that logistics is crucial to the transitioning of goods and services through proper planning. As a result, these roles need to be fulfilled to continue growing and building a solid logistics foundation.

VIII. Partner Updates/Collaborations/Needs

Kevin informed the board that one of the things discussed regularly is educating the student population about available jobs.

Tom stated that he does not have an update for the council as yet for Gadsden Tech.

Regina mentioned that they are excited and happy to have received the award. It was said that they are taking the Ace show on the road, and there are three scheduled events to get students looking their way.

Shelly mentioned that they have 600 dual-enrolled K-12 students in their programs for this semester. High school principals are already looking into 2022, and students' interests have changed positively.

IX. Adjourn - Kimberly Moore

Chair Moore then wished everyone a happy holiday and adjourned the meeting.