

**Brevard Workforce (BW)**  
Brevard Workforce Operations Committee  
August 9, 2011

**Minutes**

**Members in Attendance:**

Tracy Anania (via teleconference), Pam Ascanio, Michael Bean (via teleconference), William Chivers (Chair), Mildred Coyne, Dayle Olson and Stockton Whitten

**Members Absent:**

Marj Bartok, Carolyn Brown, Wayne Olson, Fernando Rendon and Patricia Stratton

**Staff in Attendance:**

Marci Brilley, Erma Shaver, Erica Lemp, Don Lusk, Jeff Schiff, John Calkins, Sandi Briles and Marina Stone

**Guests in Attendance:**

Pete Kaiser (via teleconference), Tim Morgan and Caroline Joseph-Paul from Brevard Workforce Career Centers

**Call to Order:**

William Chivers, Chair, called the meeting to order at 4:03 p.m. at Brevard Workforce. Introductions were made.

**Public Comment:**

There was no public comment.

**Action Items:**

Approval of BWOC Minutes of May 10, 2011

Dayle Olson made a motion to approve the Minutes from the May 10, 2011 meeting. Michael Bean seconded the motion. The motion passed unanimously.

Workforce Services Plan Modification 2011 – 2012

The State of Florida and AWI are requesting a modification of the current Workforce Services Plan (PY2007-2008) by September 30, 2011. This modification is based on AWI requests and BW's updates based on changes that have been made due to implementation of Strategic Goals executed through the BW Board and various committees. Highlights of the modifications were shared. A question was asked about how the key industries were determined and it was discussed that BW looks at LMI data, EDC information and where BW has some social capital to apply to the industry. There were no further questions or issues with the two year plan modifications for 2011-2012.

## **Discussion Items:**

### Committee Goal 4 Status and New Measures

BW Corporate Goal 4 strategies and measures were reviewed. A handout was distributed that showed the types of training that staff participated in during the last program year.

Mildred Coyne joined the meeting.

### Aerospace Industry Strategic Plan

The Aerospace Industry Strategic Plan update was reviewed.

## **Information Items:**

### Social Media Policy

Brevard Workforce has begun establishing an online presence through social media, such as Facebook and Twitter. Social media and networking has become an important and widely used communication tool and is cost effective advertising. Staff has developed a new policy to protect organizational interests and establish guidelines. This policy was approved at the Community Involvement Committee on July 27, 2011 and will be on the consent agenda at the next Board of Directors Meeting. Staff discussed what types of items are posted on Brevard Workforce's Facebook page.

Stockton Whitten joined the meeting.

### Unemployment Compensation Legislative Reform and Concerns

The Florida government approved new legislative reform to enhance efficiency and accountability of the Unemployment Compensation (UC) Program. Some of the new laws will have a direct affect on the workforce system. The majority of the new requirements went into effect on August 1, 2011. The changes and possible affects that might occur and staff observation for the last week with our workforce system were discussed.

### Local Performance Report for July 1, 2010 through June 30, 2011

In conjunction with the Business Process Reengineering (BPR) design, new performance measures were developed that would more closely align with and measure the progress of the new design and focus. Data was presented which reflects the 4<sup>th</sup> Quarter Performance based on the new measures. Brevard Workforce Career Centers met or exceeded performance for 8 of their 10 measures.

Watch Measures were presented that represents the Monthly Management Report Measures from the State.

Local Customer Satisfaction Survey Results

As of July 21, 2011, approximately 1800 e-mails have been sent out and 325 surveys had been completed, translating to an 18% return rate. The overall Customer Satisfaction Performance Rate was 90%. The results of the survey were shared.

**Adjourn:**

There being no further discussion or business, William Chivers adjourned the meeting at 4:42 p.m.

Eric Nakamura took interested committee members on a tour of the new Rockledge facility.

Respectfully submitted,

Reviewed by,

{signature on file}                      9/14/11  
Marina Stone                              Date

{signature on file}                      9/14/11  
William Chivers, Chair                      Date

## Action Brief

### **PY 11-12 Career Center Standards Results Approval**

#### Background

In May, 2009 the Board approved a new service delivery model that is focused on Brevard Workforce key industries. The new model includes a change to the layout of the career centers that emphasizes an industry sector focus; training staff to become more knowledgeable about their industries, and promoting greater business engagement.

The previous Chartering Criteria review instrument was revised, adopted by the Board, and renamed (Career Center Standards) to fit the new model in May 2011. This instrument was used in the completion of this review.

#### Discussion

Overall Rating – PY 11-12 Rating 96%

Each Career Center was rated in five (5) key quality indicator areas:

- **Poster & Signage** verifies that all Federal and State required posters are properly displayed.
- **Job Seeker Services** verifies that available services, tools and other resources are properly identified and readily available to job seeker.
- **General Services** – verifies that options are available for customers (job seeker and employer) to receive the full range of services identified by regulation.
- **Employer Services** – verifies that employers receive personalized access to available services such as recruitment, referral, candidate screening, follow-up, etc.
- **General Staff & Operations** – verifies that staff has the tools necessary to perform their assigned duties, including training, regular communication and a positive operational environment encouraging team work. Also verifies that proper logos are used in and internal/external communications.

	Overall	Palm Bay	Rockledge	Titusville
Total Rating	96.0%	91.6%	98.0%	99.3%
	Overall	Palm Bay	Rockledge	Titusville
Posters & Signage	98.4%	96.7%	100%	98.4%
Job Seeker Services	92.2%	83.8%	97.5%	98.8%
General Services	97.0%	98.5%	94.1%	100%
Employer Services	95.6%	88.9%	100%	95.6%
General Staff & Operations	96.2%	90.4%	100%	96.2%

The contract requires an overall rating of 80% or higher to qualify for a performance payment. Since the contractor has attained a rating of 96% overall performance, making them eligible to receive the payout amount based on this measure, staff recommends such performance payment.

Opportunities for continuous improvement include ensuring that appropriate signage is displayed to assist in directing the customer flow and that a variety of seminars and/or workshops are readily available in areas of financial aid, retirement planning, budgeting, etc.

Action

Approve the staff recommendation to accept the Career Center Standards, which shows successful attainment of better than 80% contractor performance, for contractor performance payment and notify the Board of such action.

## Action Brief

### **New Five Year Goals and Strategies**

#### Background:

Five years ago Brevard Workforce (BW) had a board retreat where staff and board members brainstormed and created four goals for the organization that also included strategies under these goals. Through the years, many activities have been accomplished in BW with these goals and strategies as a guidepost for conducting business. At the board retreat in February 2012, these goals and strategies will be reexamined and modified, if needed, based on input, not only from staff and board members, but also from all the committee members that sit on BW's four committees.

Starting on page 7 of your package, you will find the current goal and strategies of your committee. Staff is recommending that the goal for the Brevard Workforce Operations Committee (BWOC) remain the same; Goal 4 – Ensure Brevard Workforce Career Centers sustain the successful operations for employers and job seekers. However, staff has reviewed the current strategies and recommends the following for Committee discussion:

1. Identify skill gaps and facilitate training that results in job placement
2. Facilitate the entry of older workers, transitioning military personnel and their families, workers with disabilities, youth, and other target populations into the workforce
3. Enhance the services of the Career Centers (i.e. staff training, additional community resources, etc.)
4. Focus on Business Accounts

Basically, staff did the following:

- Tweaked the current strategies
- Added 'Youth' to strategy #2
- Took out Strategy #4
- Strategy #5 becomes #4 and it is crafted as to not sound like an outreach activity

#### Discussion:

What is the committee's feedback on staff's recommendations?

Are there other high level strategies that this committee should focus on?

#### Action:

Approve and/or modify staff recommendations for the full board retreat slated for February 2012 for discussion and implementation for Program Years 2012 – 2017.

**Goal 4****Ensure Brevard Workforce Career Centers sustain the successful operations for employers and job seekers.**

## Strategies:

1. Identify skill gaps for incumbent workers and job seekers and facilitate education and training solutions to fill gaps
2. Facilitate the entry of older workers, transitioning military personnel and their families, workers with disabilities and other target populations into the workforce
3. Maintain high quality staff, services, easy access and performance standards.
4. Provide overall support for the attainment of Goal 2 strategies and actions (Note: no measures associated)
5. Increase brand awareness of Brevard Workforce Career Center services to businesses

**Strategy 1: Identify skill gaps for incumbent workers and job seekers and facilitate education and training solutions to fill gaps****Measure 1A: - Identifying Skills Gaps**

Activities	Date	Board Participation	Budget Impact	Status
Measure the usage of labor market and skills analysis tools and its impact.	July 1, 2011 May 2012			Annual Review will be done in May 2012

**Measure 1B: Facilitate education and training solutions**

Activities	Date	Board Participation	Budget Impact	Status
Connecting Education & Training Solutions with the Aerospace Workforce to transition or give them a competitive advantage	On-going through June 2011	To be aware of Activities	Funded through AWT Funds	<b>As of 09/2011 the following statistics were available:</b> <ul style="list-style-type: none"> <li>• LNC Registrants: 6,427</li> <li>• BW Express Services: 6,287</li> <li>• # Completed Training: 2,026</li> <li>• # Currently in Training: 256</li> <li>• Current NEG Training dollars obligated: \$1,377,031</li> <li>• # NEG Business Contracts to-date: 100</li> <li>• NEG/OJT Approved Positions: 240</li> </ul>
Increase Total Employer Agreements resulting in increased wages/benefits/hours and/or upgraded positions over the baseline established in Feb. 2009.	February 2012	Committee review on an annual basis	None	

**Strategy 2: Facilitate the entry of older workers, transitioning military personnel and their families, workers with disabilities and other target populations into the workforce.**

**Measure 2A: Increase the number of non-traditional workforce customers served**

Activities	Date	Board Participation	Budget Impact	Status
Utilize Brevard Workforce Express to bring job search/keeping skills workshops and other trainings to the targeted groups. Partnering with other organizations, where possible, for sponsorship opportunities	Reviewed Annually – November 2011	Brevard Workforce staff	Operational costs for the Brevard Workforce Express	Completed Next review is November 2011
Serve as an Employment Network through contract with the Social Security Administration using resources of Brevard Workforce Career Center and continuing management and oversight through the Disability Program Navigator grant.	On-going	Committee review of the success of this program on an annual basis.		<b>See Disability Program Navigator and Employment Network Brief</b>
Partner with Links of Hope to continue assistance to inmates recently released from Brevard County Jail allowing them to Obtain their GED.	On-going	Committee review of the success of this collaboration on an annual basis		29 letters were sent out in December 2010 There were no phone calls generated from the letter. Staff modified it in hopes of getting a better response. 37 letters were sent out in March 2011. One phone call was generated.  48 Letters were sent out in May 2011 – one phone call was generated.

**Strategy 3: Maintain high quality staff, services, easy access and performance standards**

**Measure 3A: Maintain high quality staff**

Activities	Date	Board Participation	Budget Impact	Status
Contractor provides on-going staff training through a variety of mechanisms.	On-Going		Depends on Training	<p>During the first quarter of 2011-2012 staff are participating in</p> <ul style="list-style-type: none"> <li>• Supplemental Nutrition Supplement Program (SNAP) Integration in order to engage more people</li> <li>• Scan Card Training</li> </ul>

**Measure 3B: Maintain High Quality Services and Easy Access**

Activities	Date	Board Participation	Budget Impact	Status
Implementation of a Customer Tracking System.	July 2011			<ul style="list-style-type: none"> <li>• All customer tracking equipment has been purchased, received, and is ready for deployment.</li> <li>• One-stop staff received initial training.</li> <li>• Anticipated test site rollout in mid-May at the Titusville career center with full rollout projected for July after the new career center is fully operational</li> <li>• Implementation of the system in the Rockledge Career Center is scheduled for the end of August. This will help with the increased traffic expected from the new UC legislation.</li> <li>• <b>Scan Card entry Customer tracking system has been online since October 1, 2011</b></li> <li>• <b>This system tracks <u>general services</u> when Job seekers enter the Career Center using a swipe card issued to the Job seeker.</b></li> <li>• <b>System uses Employ Florida</b></li> </ul>

				<p>Marketplace (EFM) as the Management Information System (MIS) for data collection and reports</p> <ul style="list-style-type: none"> <li>Implementation of a second component "Trax-G" tracks individual specialized services. This system allows a staff member to identify each job seeker who attends an event such as PREP without using a sign in sheet. It documents in the EFM MIS each job seeker who swipes their card at the meeting entry point.</li> </ul>
<p>Identify space to expand Titusville Career Center and move to new location</p>	<p>November 2010</p>		<p>TBD</p>	<p>Staff are currently reviewing locations and plan to have site identified and lease completed by September 2010 with the center staffed and operational by November 2010</p> <p>Verbal Presentation will be given at Committee meeting.</p> <p><b>Grand Opening for Titusville Center was held October 14<sup>th</sup>.</b></p> <p><b>The Grand Opening for the Rockledge Center is scheduled for November 18<sup>th</sup>.</b></p> <p><b>See Titusville Center Brief</b></p>
<p>Increase traffic counts and availability of services at new Titusville Career Center</p>	<p>November 2011</p>		<p>TBD</p>	
<p><b>Measure 3C: Performance Standards</b></p>				
<p>Activities</p>	<p>Date</p>	<p>Board Participation</p>	<p>Budget Impact</p>	<p>Status</p>
<p>Establish Community and Individual measures and begin collecting baseline data to be used for Program Year 2012-2013 performance measures.</p>	<p>July 1, 2011</p>	<p>Board staff</p>	<p>None</p>	<p>The individual and community measures are in the development process and should be completed by Dec. 2010. At that time we will begin tracking measures and testing the results making definition changes where needed with a goal of measures finalized and official tracking of baseline data beginning July 2011.</p>

					Measures have been established and are on target to begin tracking for baseline data beginning July 1, 2011. <b>See Attached - Career Center Measures</b>
<b>Strategy 4: Provide overall support for the attainment of Goal 2 strategies and actions.</b>					
Measure 4A: Supporting Strategy 3 of Goal 2 "Increase awareness of and use of Brevard Workforce business services"					
Activities	Date	Board Participation	Budget Impact	Status	
Supporting Strategy 3 of Goal 2 "to increase the awareness and use of Brevard Workforce business services" by gathering and analyzing the data regarding overall business use of the Brevard Workforce Career Center.	November 2011	Board staff	None	Presented to the Brevard Workforce Committee in October and this committee in November.  <b>See Attached Brief – Business Use of Brevard Workforce</b>	
<b>Strategy 5: Increase brand awareness of Brevard Workforce services to businesses</b>					
Measure 5A: Increase Business Awareness of Brevard Workforce services to businesses					
Activities	Date	Board Participation	Budget Impact	Status	
The Board will assess whether business services awareness should remain a goal for the coming five years & determine a goal for the percentage of increase over previous surveys. Funding for surveys will have to be budgeted.	Date TBD	Date TBD	Yes Surveys cost about \$12,000	The last survey was completed in 2006 and indicated a 39% level awareness. The goal for 2008 was established at 45% but a survey was not taken because of lack of funding.  The next survey will be conducted after the new name change and a sufficient amount of time has passed to allow baseline brand awareness data to be captured.  The next survey is planned for the Spring of 2012 and falls to the Community Involvement Committee.	

**Measure 5B: AWT/NEG Outreach – Measure business engagement with aerospace both in-state and out-of-state**

<p>AWT/NEG Outreach – Establish Regional Performance Measures for NEG/OJT contracts</p>	<p>January 1, 2011</p>	<p>Board staff</p>	<p>Staff Time</p>	<p><b>Current NEG OJT obligations represent:</b></p> <ul style="list-style-type: none"> <li>• \$1,227,933 approved</li> <li>• 78 companies approved</li> <li>• 240 positions approved</li> <li>• Average Wage: \$27 per hour, as approved</li> <li>• 100 NEG OJTs are under contract (candidates identified and placed), for \$620,028 as of 8/31/2011.</li> </ul>
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## *Discussion Brief*

### **Disability Program Navigator & Employment Network**

#### Background

Brevard Workforce (BW) received grant funding for the Disability Program Navigator (DPN) beginning with PY 2004 – 2005 and has received funding for this initiative each year since. The typical grant life cycle is three years or less. In PY 2009 -2010, this grant ended, however WFI considered the overall success of the program warranted its continuation to allow regions the opportunity to transition the position back to formula funding. As such 50% of the funding for one staff was provided for two years (PY 2010-2011 & PY 2011-2012).

One of the many outcomes of the grant was to assist local One Stop Career Centers in becoming an Employment Network (EN). BW was approved as an EN in July of 2008. An EN is a public or private entity approved by the Social Security Administration (SSA) to provide job training, employment services, and other support services needed to facilitate entry or reentry into employment for individuals with disabilities. EN's are consequently paid by SSA based on the number of Supplemental Security Income (SSI) or Social Security Disability Income (SSDI) beneficiaries who find employment with sufficient earning to no longer receive a monthly cash payment. We continue to have limited success.

One bright spot is that the number of tickets assigned has increased in the past six months. While each situation is unique to the individual, for many persons with disabilities the road to entry or reentry into the workplace is a lengthy journey that requires many partnerships to identify and overcome the barriers facing them. The DPN initiative has cultivated these partnerships in Brevard; however the journey to sustained self-sufficient employment for many is much further down the road.

Brevard Workforce will continue to serve as an Employer Network and explore all training and employment opportunities available for persons with disabilities.

## *Discussion Brief*

### **Titusville Center Brief**

#### Background

Measure 3B – Strategy 3 – Increase traffic counts and availability of services at new Titusville Career Center

Titusville staff began operating in the new Titusville Career Center during the latter part of 2010. Since that time traffic counts have been monitored, new staff have been added, new partnerships have been formed, and other community resources are now available to customers in North Brevard County.

The first quarter 2011-2012 traffic at the new Titusville Center was compared to the first quarter for 2010-2011 and an impressive 59% increase was seen in total traffic count. The average monthly visits have gone from 1,298 to 2,181.

In addition to the increased traffic the following are some of the new services. Partnerships and community resources that are being offered:

- AARP is now housed at the Titusville Center;
- Family Counseling Services has agreed to a partnership with Brevard Workforce Titusville and has been given an office;
- AWT staff has joined the Titusville office for a total of 18 staff members;
- Titusville has a new Senior Community Service Employment Program (SCSEP) person who works part-time in the Workforce Services room (mostly assisting job seekers with Employ Florida Marketplace (EFM) & Unemployment Compensation (UC) claims).

Titusville Staff are continuing to adapt to the new facilities and additional partnerships and community resources are being identified.

# Career Center Measures

## Center

Location	Goal	Measurement	Performance Standard/s Impacted
All Centers	Quality Business Satisfaction	Achieve a rating of 80% or higher in a Business Customer Satisfaction Survey (shared Individual and Center Measure).	2. Business Satisfaction 3. Market Retention Rate
Titusville	Placement	Place 84 to 121 Job Seekers and document the service within EFM per Quarter.	1. Business Account Ownership 2. Business Satisfaction 3. Market Retention Rate 8. Job Opening Fill
Cocoa/Rockledge	Placement	Place 487 to 700 Job Seekers and document the service within EFM per Quarter.	1. Business Account Ownership 2. Business Satisfaction 3. Market Retention Rate 8. Job Opening Fill
Palm Bay	Placement	Place 319 to 459 Job Seekers document the service within EFM per Quarter. Youth – 90% Adult/Dislocated – 80% WT – 35% Veterans – 35% REA – 35%	1. Business Account Ownership 2. Business Satisfaction 3. Market Retention Rate 8. Job Opening Fill
All Communities	Case management – Positive outcome in case management		Program Performance

# Career Center Measures

Community by Center			
Community	Goal	Measurement	Performance Standard/s Impacted
Titusville	Increase New Business Usage	Market Penetration of Businesses – contact and engage not less than 5 "All Other", 2 "Manufacturing/Construction", and 2 "Healthcare/Professional" companies per quarter with a Market Penetration service from the QCEW Employer list.	3,4,5 - Market Penetration of Businesses
Titusville	Placement	Place 84 to 121 Job Seekers per quarter and document the service within EFM.	1. Business Account Ownership 2. Business Satisfaction 3. Market Retention Rate 8. Job Opening Fill
Titusville	Business Engagement	Actively engage, serve with an engagement service and follow up with not less than 37 Business Accounts per month and document the service within EFM.	1. Business Account Ownership
Cocoa (Rockledge is aggregated) - General	Increase New Business Usage	Market Penetration of Businesses – contact and engage not less than 18 companies per quarter with a Market Penetration service from the QCEW Employer list.	5 - Market Penetration of Businesses
Cocoa (Rockledge is aggregated) - General	Placement	Place 134 - 193 Job Seekers per quarter and document the service within EFM.	1. Business Account Ownership 2. Business Satisfaction 3. Market Retention Rate 8. Job Opening Fill
Cocoa (Rockledge is aggregated) - General	Business Engagement	Actively engage, serve with an engagement service and follow up with not less than 53 Business Accounts per month and document the service within EFM.	1. Business Account Ownership

# Career Center Measures

Cocoa - Healthcare/Professional	Increase New Business Usage	Market Penetration of Businesses – contact and engage not less than 9 companies per quarter with a Market Penetration service from the QCEW Employer list.	4 - Market Penetration of Businesses
Cocoa - Healthcare/Professional	Placement	Place 84 to 121 Job Seekers per quarter and document the service within EFM.	1. Business Account Ownership 2. Business Satisfaction 3. Market Retention Rate 8. Job Opening Fill
Cocoa - Healthcare/Professional	Business Engagement	Actively engage, serve with an engagement service and follow up with not less than 37 Business Accounts per month and document the service within EFM.	1. Business Account Ownership
Cocoa - Manufacturing/Construction	Increase New Business Usage	Market Penetration of Businesses – contact and engage not less than 6 companies per quarter with a Market Penetration service from the QCEW Employer list.	3 - Market Penetration of Businesses
Cocoa - Manufacturing/Construction	Placement	Place 67 to 97 Job Seekers per quarter and document the service within EFM.	1. Business Account Ownership 2. Business Satisfaction 3. Market Retention Rate 8. Job Opening Fill
Cocoa - Manufacturing/Construction	Business Engagement	Actively engage, serve with an engagement service and follow up with not less than 32 Business Accounts per month and document the service within EFM.	1. Business Account Ownership
Rockledge - Aerospace	Increase New Business Usage		
Rockledge - Aerospace	Placement	Place 218 to 314 Job Seekers per quarter and document the service within EFM.	1. Business Account Ownership 2. Business Satisfaction 3. Market Retention Rate 8. Job Opening Fill
Rockledge - Aerospace	Business Engagement	Actively engage, serve with an engagement service and follow up with not less than 100 Business Accounts per month and document the service within EFM.	1. Business Account Ownership

# Career Center Measures

Palm Bay - Healthcare/Professional	Increase New Business Usage	Market Penetration of Businesses – contact and engage not less than 11 companies per quarter with a Market Penetration service from the QCEW Employer list.	4 - Market Penetration of Businesses
Palm Bay - Healthcare/Professional	Placement	Place 84 to 121 Job Seekers per quarter and document the service within EFM.	1. Business Account Ownership 2. Business Satisfaction 3. Market Retention Rate 8. Job Opening Fill
Palm Bay - Healthcare/Professional	Business Engagement	Actively engage, serve with an engagement service and follow up with not less than 79 Business Accounts per month and document the service within EFM.	1. Business Account Ownership
Palm Bay - Manufacturing/Construction	Increase New Business Usage	Market Penetration of Businesses – contact and engage not less than 8 companies per quarter with a Market Penetration service from the QCEW Employer list.	3 - Market Penetration of Businesses
Palm Bay - Manufacturing/Construction	Placement	Place 101 to 145 Job Seekers per quarter and document the service within EFM.	1. Business Account Ownership 2. Business Satisfaction 3. Market Retention Rate 8. Job Opening Fill
Palm Bay - Manufacturing/Construction	Business Engagement	Actively engage, serve with an engagement service and follow up with not less than 42 Business Accounts.	1. Business Account Ownership
Palm Bay - General	Increase New Business Usage	Market Penetration of Businesses – contact and engage not less than 22 companies per quarter with a Market Penetration service from the QCEW Employer list.	5 - Market Penetration of Businesses
Palm Bay - General	Placement	Place 134 to 193 Job Seekers per quarter and document the service within EFM.	1. Business Account Ownership 2. Business Satisfaction 3. Market Retention Rate 8. Job Opening Fill
Palm Bay - General	Business Engagement	Actively engage, serve with an engagement service and follow up with not less than 53 Business Accounts.	1. Business Account Ownership

# Career Center Measures

All Communities	Quality Business Satisfaction	Achieve a rating of 80% or higher in a Business Customer Satisfaction Survey (shared Individual and Center Measure).	2. Business Satisfaction 3. Market Retention Rate
All Communities	Case management – Positive outcome in case management	Youth – 90%	Program Performance
		Adult/Dislocated – 80%	
		WT – 35%	
		Veterans – 35%	
		REA – 35%	

# Career Center Measures

## Individual

Goal	Staff	Measurement	Performance Standard/s Impacted
Business Engagement	Staffing Specialist	Actively engage, serve with an engagement service and follow up with not less than 5 active Business Accounts per month. Accounts will be added to case loads if a Business has 2 consecutive months of non engagement.	1. Business Account Ownership
Business Engagement	Business Liaison	Actively engage, serve with an engagement service and follow up with not less than 10 Business Accounts monthly. Accounts will be added to case loads if a Business has 2 consecutive months of non engagement.	1. Business Account Ownership
Quality Business Engagement	Staffing Specialist	One for every five Business Account per Staffing Specialist will be rated (utilizing Quality of Bus Engagement form TBD) in a structured interview facilitated by Community Lead monthly.	2. Business Satisfaction 3. Market Retention Rate
Quality Business Engagement	Business Liaison	Four (4) Business Accounts per month per Business Liaison will be rated (utilizing Quality of Bus Engagement form TBD) in a structured interview facilitated by Community Lead.	2. Business Satisfaction 3. Market Retention Rate
Quality Business Engagement	Community Leader	One Business Account per month per Community Leader will be rated (utilizing Quality of Bus Engagement form TBD) in a structured interview facilitated by Center Manager.	2. Business Satisfaction 3. Market Retention Rate
Quality for referrals	Staffing Specialist	Four (4) Job Referrals per month per Staffing Specialist will be rated utilizing Job Referral Quality - Monitoring Tool. Staffing Specialists need to achieve an "A" rating.	2. Business Satisfaction 3. Market Retention Rate 8. Job Opening Fill
Quality Business Satisfaction	All Staff - Business Liaison Community Leader Staffing Specialist	Achieve a rating of 80% or higher in a Business Customer Satisfaction Survey (shared Community and Center Measure).	2. Business Satisfaction 3. Market Retention Rate

# Career Center Measures

Placement	Staffing Specialist	Direct placement of 16 – 23 Job Seekers per quarter and document the service within EFM.	1. Business Account Ownership 2. Business Satisfaction 3. Market Retention Rate 8. Job Opening Fill
Case management	Staffing Specialist, ICS, Program Manager, Quality Specialist	Positive outcome in case management per assigned case load at or above: Youth – 90% Adult/Dislocated – 80% WT – 35% Veterans – 35% REA – 35%	8. Job Opening Fill 9. WIA Youth Positive Outcome Rate 10. WIA Youth Educational Functioning Grade Level Gain Rates in Math and/or Reading and/or Language

## *Discussion Brief*

### **BWC Measure 3B: Business Use of Brevard Workforce**

#### Background

Under the Brevard Workforce Strategic Plan this committee has taken up Goal #2 – Strengthen Key Business Clusters as its focus. One of the measures under that goal is to increase businesses use of Brevard Workforce. One of the tasks under that measure is to research and determine baseline data on businesses use of Brevard Workforce services to determine the appropriate goal for growth for the coming year. The Business Workforce Committee directed staff to bring this data for review on an annual basis to be used as a piece of the total analysis about the business use of the Brevard Workforce.

That data is contained in the attached tables and shows the number of unique businesses who received a service and also the number of services those businesses used. The number of services is a significantly higher number because each business can and does receive multiple services. The services are broken out as Job Order Service and Other Services. Other services can include but are not limited to reductions in force, salary information, labor market information, employed worker training, on the job training, job fairs, interview space, applicant pre-screening, etc.

The first table contains the number of services utilized by companies within the key industries including the number of job orders placed within those industries. With the transition to the new Business Process Reengineering (BPR) model, which focuses on business as our primary customer, there has been a dramatic increase (82%) in the number of **services** being provided to businesses that Brevard Workforce touches.

The second table shows the number of employers who placed job orders and received other services. Even in this economy, the model appears to be working since the number of businesses touched has also increased (17%) overall.

## Count of All Services Received

Industry	PY 07-08			PY 08-09			PY 09-10			PY 10-11			% Change		
	Job Orders	All Other Services	Total	Job Orders	All other Services	Total	% Change	Job Orders	All Other Services	Total	% Change	Job Orders		All Other Services	Total
Total All Industries	4,608	12,075	16,683	3,831	18,944	22,775	+37%	4,106	22,415	26,521	+16%	5,204	43,147	48,351	<b>+82%</b>
Construction	1,186	4,191	5,377	817	3,898	4,715	-12%	931	5,714	6,645	+41%	1,366	13,941	15,307	+130%
HealthCare	966	2,188	3,154	910	2,484	3,394	+8%	1,064	4,112	5,176	+52%	1,380	10,932	12,312	+138%
General	2,456	5,696	8,152	2,104	12,562	14,666	+80%	2,111	12,588	14,699	+<1%	2,458	18,274	20,732	+41%
*Aerospace	305	1,266	1,571	233	787	1,020	-35%	155	609	764	-27%	361	3,754	4,115	+439%

## Count of Employers that Received a Service

Industry	PY 07-08			PY 08-09			PY 09-10			PY 10-11			% Change		
	Job Orders	All Other Services	Total	Job Orders	All other Services	Totals	% Change	Job Orders	All Other Services	Total	% Change	Job Orders		All Other Services	Total
Total All Industries	1,394	1,695	3,089	1,209	1,480	2,689	-12.9%	1,310	1,766	3,076	+14.4%	1,393	2,202	3,595	<b>+16.9%</b>
Construction	377	485	862	296	413	709	-17.7%	335	484	819	+15.5%	352	573	644	-21.4%
HealthCare	292	396	688	264	364	628	-8.7%	283	447	730	+16.2%	292	629	921	+26.2
General	673	814	1,487	601	703	1,304	-12.3%	639	834	1,473	+13%	650	1,000	1,650	+12%
*Aerospace	63	84	147	46	69	115	-21.8%	48	85	133	+15.7%	65	101	166	+24.8%

\*Because there are no NAICS codes for aerospace as an industry, determining definitive numbers of companies without firsthand knowledge of specific companies is not feasible.

## *Discussion Brief*

### **Performance Comparison (State and US)**

#### Background

Brevard Workforce has developed locally defined measures that are used for the purpose of tracking contractor performance. Those measures are reported to the Committee and Board on a quarterly basis (Local Performance Report) and were designed with the idea of tracking those items necessary to maintain the focus and achieve the success of the Brevard Workforce Mission and Vision.

Statewide we have additional measures that we must keep track of to maintain our performance with regard to other regions. These measures are also tracked and reported quarterly as the Local Watch Measures. The Local Watch Measures Report shows Region 13 performance and ranking but does not allow review of how other regions are performing. Performance Comparison Regional (Attachment A) takes this report a step further and shows the performance of all regions for the expanded measures as reported on the state Monthly Management Report (MMR). The report shows that Region 13 placed in the top 6 performing regions (green background) on 7 of the 34 measures, 14 measures ranked among the 12 mid-range performing regions (white background), and 9 measures had performance levels ranking among the bottom 6 performing regions (red background).

The MMR measures are available monthly and are intended to be leading indicators/management data for performance on the Balanced Score Card Measures (Attachment B).

Balanced Score Card (BSC) measures are only available on a quarterly basis and have a 6 to 9 month lag time. They are the measures that determine our eligibility for incentive dollars from the state by comparing our performance to that of other regions. Balanced Score Card Regional Comparison (Attachment B) shows the latest available results (Year-to-date through March 31, 2011) for all 24 regions and the statewide rate. Incentive dollars are paid to regions who have passed 80% of the threshold measures and also had performance rankings in the top 18 regions in 3 key areas (Services to Job

Seekers, Services to Disadvantaged Adults, and Services to Welfare Recipients). Based on this report Region 13 would qualify for the base incentive dollars with rankings of 9, 15 and 11 respectively.

Finally there are core measures that are federal measures. These measures are largely retention based and as such are only available on an annual basis. Performance criteria for the federal measures is negotiated by the state with input from the regions and then performance monies are earned by the state and passed down to the regions for these measures based on the negotiated levels. The core measures that earn incentive monies are WIA measures however this report also shows population, unemployment rates and Wagner Peyser measures for comparison purposes. The report (Attachment C – Performance Comparisons National) shows that the state of Florida met or exceeded performance on 5 of the 6 measures outperforming the other states. Even in the measure where performance was not met Florida's performance was higher than all other states.

Despite difficult economic times the state of Florida in general and Brevard Workforce specifically continues to meet performance goals and maintain above average performance when compared to other states in the nation and other regions with the state of Florida.

## Discussion

During the Board Retreat in February 2011, members expressed an interest in seeing periodic performance information across states and across Florida. The attached charts are a representation of that data.

Is this information presented in a way that will be easy to understand while providing the information requested?

How often should this data be presented?

Are there other items of interest that should be included?

Monthly Management Overview - Year-to-Date Data

Performance Measure	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	SW
1 Welfare Transition Enrolled Employment Rate	29.8%	40.9%	33.3%	35.7%	32.0%	7.3%	32.4%	24.9%	23.3%	23.6%	32.1%	27.4%	33.2%	32.0%	28.9%	29.8%	22.2%	29.4%	31.1%	26.9%	34.2%	33.8%	27.7%	29.3%	28.8%
2 Welfare Transition Enrolled Employment Wage Rate	68.0%	62.8%	63.3%	67.2%	69.0%	66.1%	63.3%	66.7%	67.3%	72.3%	71.7%	69.0%	70.8%	70.5%	68.2%	72.1%	70.8%	70.2%	70.1%	72.8%	67.8%	69.1%	65.8%	66.9%	68.6%
3 Welfare Transition Federal All Family Participation Rate	42.1%	35.8%	30.0%	40.9%	54.6%	40.7%	57.7%	26.4%	48.8%	40.8%	56.5%	22.0%	49.3%	51.9%	32.5%	53.3%	43.7%	50.8%	64.4%	31.0%	44.6%	54.7%	62.4%	50.8%	46.8%
4 Welfare Transition Federal Two Parent Participation Rate	54.5%	25.0%	0.0%	66.7%	71.4%	0.0%	38.9%	35.5%	69.0%	34.7%	71.2%	24.8%	50.0%	63.5%	35.3%	41.5%	41.9%	62.7%	62.5%	27.6%	40.0%	69.2%	71.6%	61.5%	53.7%
5 WIA Adult Employed Worker Outcome Rate	91.7%	100.0%	100.0%	86.0%	100.0%	50.0%	100.0%	98.1%	80.0%	91.2%	88.6%	55.2%	87.0%	100.0%	15.3%	100.0%	90.9%	95.1%	100.0%	84.4%	100.0%	76.2%	100.0%	100.0%	87.1%
6 WIA Adult Employed Worker Outcome Rate - Those Who Received Training Services	100.0%	100.0%	100.0%	91.2%	100.0%	66.7%	100.0%	100.0%	80.0%	95.6%	100.0%	57.4%	90.9%	100.0%	11.1%	100.0%	100.0%	95.0%	100.0%	89.7%	100.0%	100.0%	100.0%	100.0%	88.8%
7 WIA Adult Employed Worker Outcome Rate - Those Who Did Not Receive Training Services	86.7%	100.0%	72.7%	96.8%	100.0%	66.7%	100.0%	100.0%	100.0%	100.0%	96.5%	94.4%	90.9%	100.0%	100.0%	100.0%	93.8%	100.0%	100.0%	97.5%	100.0%	100.0%	100.0%	100.0%	97.7%
8 WIA Adult Enrolled Employment Wage Rate	112.9%	110.8%	99.2%	124.7%	170.9%	126.4%	132.3%	151.0%	104.6%	125.7%	107.6%	92.4%	119.6%	150.1%	106.5%	161.8%	115.8%	124.7%	190.5%	115.3%	167.6%	106.3%	113.9%	117.2%	123.4%
9 WIA Dislocated Worker Enrolled Employment Rate	100.0%	100.0%	100.0%	94.1%	100.0%	100.0%	100.0%	100.0%	92.3%	100.0%	96.7%	96.6%	91.3%	100.0%	99.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.1%
10 WIA Dislocated Worker Enrolled Employment Wage Rate	104.0%	102.1%	129.1%	95.8%	168.5%	0.0%	106.9%	120.4%	108.9%	94.6%	115.5%	95.1%	123.4%	118.8%	117.3%	109.3%	105.3%	124.5%	131.2%	112.1%	156.0%	140.6%	122.4%	133.6%	118.5%
11 WIA Adult and Dislocated Worker Enrolled Employment Rate	96.1%	100.0%	83.3%	95.1%	100.0%	85.7%	100.0%	100.0%	97.2%	100.0%	97.4%	96.4%	92.4%	100.0%	74.5%	100.0%	98.4%	100.0%	100.0%	99.4%	100.0%	100.0%	100.0%	100.0%	97.4%
12 WIA In-School Youth Outcome Rate	85.7%	100.0%	100.0%	100.0%	100.0%	90.9%	100.0%	79.2%	96.2%	100.0%	82.4%	98.7%	66.7%	100.0%	100.0%	100.0%	100.0%	75.0%	100.0%	100.0%	100.0%	100.0%	98.4%	100.0%	96.6%
13 WIA Out-Of-School Youth Outcome Rate	33.3%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	73.9%	100.0%	100.0%	88.9%	97.8%	81.3%	100.0%	100.0%	100.0%	100.0%	62.5%	100.0%	94.1%	100.0%	100.0%	90.2%	100.0%	93.6%
14 WIA Younger Youth Skill Attainment Rate	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
15 WIA Younger Youth Positive Outcome Rate	80.0%	100.0%	100.0%	100.0%	100.0%	94.6%	100.0%	82.8%	96.6%	100.0%	78.3%	98.9%	60.0%	100.0%	100.0%	100.0%	100.0%	60.0%	100.0%	95.5%	100.0%	100.0%	97.0%	100.0%	96.7%
16 Timeliness of Data Input For WIA Participations	1.86	4.69	0.67	13.01	0.37	-	0.75	12.37	7.30	5.63	5.26	26.06	3.90	2.47	6.46	1.82	4.18	3.47	1.29	5.46	9.65	2.11	5.23	4.15	6.89
17 Timeliness of Data Input For WIA Closures	1.03	1.65	0.36	2.87	0.18	2.19	0.82	5.81	1.43	0.51	17.29	1.18	1.49	8.30	0.78	1.47	1.01	1.91	0.90	0.79	(0.08)	1.06	3.47	4.32	3.11
18 Wagner-Peyser Enrolled Employment Rate	16.6%	18.8%	18.0%	21.6%	23.5%	17.7%	20.5%	15.5%	14.4%	16.8%	17.2%	18.3%	14.8%	21.7%	22.7%	37.2%	18.1%	21.4%	24.6%	16.4%	20.8%	16.5%	16.1%	17.8%	18.3%
19 Wagner-Peyser Enrolled Employment Rate - Referred to Non-Agricultural Jobs	67.7%	69.6%	70.8%	68.0%	57.4%	85.3%	50.0%	60.3%	69.8%	63.8%	62.7%	69.2%	54.8%	68.2%	84.3%	57.2%	72.7%	64.9%	69.5%	59.8%	59.4%	51.7%	63.0%	70.5%	64.8%
20 Wagner-Peyser Enrolled Employment Rate - Referred to Agricultural Jobs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	97.0%	100.0%	90.8%	73.5%	83.8%	66.7%	93.3%	46.5%	46.5%	69.5%	83.8%
21 Wagner-Peyser Enrolled Employment Rate for those Employed at Participation	15.2%	18.4%	13.8%	13.9%	34.9%	14.2%	23.5%	16.2%	13.3%	14.6%	17.7%	15.8%	15.8%	21.6%	19.5%	41.5%	14.0%	18.8%	38.1%	14.3%	14.3%	13.8%	16.1%	18.0%	17.6%
22 Wagner-Peyser Enrolled Employment Rate for those Employed at Participation and Referred to Non-Agricultural Jobs	76.9%	64.3%	54.5%	38.5%	66.7%	100.0%	66.7%	60.0%	33.3%	40.9%	73.3%	35.7%	46.7%	33.3%	37.5%	53.8%	47.4%	60.0%	84.6%	64.3%	62.5%	46.3%	40.8%	60.0%	52.4%
23 Wagner-Peyser Enrolled Employment Rate for those Employed at Participation and Referred to Agricultural Jobs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	85.2%
24 Wagner-Peyser Job Placement Wage Rate	89.3%	83.8%	72.0%	90.4%	90.3%	79.0%	93.7%	85.8%	104.9%	92.9%	109.1%	69.2%	138.1%	107.8%	88.7%	86.5%	89.2%	72.5%	81.0%	108.8%	84.1%	79.6%	72.2%	77.6%	86.2%
25 Short-Term Veterans Enrolled Employment Rate	16.0%	19.4%	23.3%	18.4%	54.3%	16.6%	65.1%	14.1%	8.9%	17.7%	17.8%	15.1%	14.9%	32.5%	18.1%	56.4%	29.0%	34.8%	22.2%	33.3%	21.7%	25.7%	22.4%	21.8%	21.3%
26 Short-Term Veterans Enrolled Employment Rate for those Employed at Participation	17.0%	24.6%	11.1%	15.0%	57.1%	36.4%	63.6%	13.1%	9.7%	3.8%	20.6%	10.3%	16.2%	37.1%	30.0%	72.2%	50.0%	41.2%	25.0%	14.3%	22.2%	33.3%	25.5%	31.0%	22.5%
27 REA Enrolled Employment Rate	21.1%	21.1%	21.1%	22.2%	26.1%	17.9%	30.0%	17.2%	19.8%	17.4%	18.6%	17.7%	18.7%	25.5%	25.6%	40.2%	19.1%	24.1%	16.0%	16.4%	17.9%	16.8%	16.2%	13.5%	18.6%

Monthly Management Overview - Year-to-Date Data

Performance Measure	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	SW
28 REA Job Placement Wage Rate	0.0%	81.4%	76.5%	89.9%	113.8%	72.9%	99.2%	97.2%	96.3%	92.1%	88.0%	70.5%	106.3%	126.0%	93.7%	87.8%	92.2%	86.3%	96.1%	122.9%	85.9%	88.9%	80.5%	90.4%	90.3%
29 Wagner-Peyser Percent Of Job Openings Filled	26.8%	9.7%	82.5%	26.6%	24.3%	257.4%	62.4%	0.6%	3.1%	36.7%	7.6%	18.5%	41.0%	24.1%	34.5%	31.9%	39.4%	33.2%	112.4%	38.3%	20.2%	25.4%	34.9%	28.8%	24.3%
30 Wagner-Peyser Percent Of Non-Agricultural Job Openings Filled	26.8%	9.6%	83.9%	26.8%	23.8%	254.7%	62.4%	0.6%	3.1%	36.7%	7.6%	18.5%	41.0%	24.0%	17.4%	31.7%	39.2%	25.2%	59.1%	45.0%	21.2%	25.6%	35.0%	14.7%	21.3%
31 Wagner-Peyser Percent Of Agricultural Job Openings Filled			100.0%							0.0%		0.0%			149.8%	100.0%	100.0%	54.4%	1183.3%	0.0%	6.0%		25.0%	54.1%	83.8%
32 Wagner-Peyser Closed Positions Filled Rate	28.4%	5.8%	65.0%	26.4%	24.0%	78.6%	55.2%	0.6%	3.9%	38.7%	10.2%	28.9%	30.1%	18.9%	34.0%	36.4%	38.2%	38.4%	72.9%	23.8%	40.3%	22.2%	53.4%	56.8%	28.2%
33 Wagner-Peyser Closed Non-Agricultural Positions Filled Rate	28.5%	5.8%	64.5%	26.4%	23.8%	78.6%	55.2%	0.6%	3.9%	38.6%	10.2%	28.9%	30.1%	18.9%	13.4%	36.3%	38.1%	23.5%	46.2%	23.9%	24.2%	22.2%	49.7%	15.4%	21.8%
34 Wagner-Peyser Closed Agricultural Positions Filled Rate	0.0%	50.0%	100.0%		100.0%			0.0%		50.0%		0.0%			72.7%	100.0%	50.0%	99.5%	94.5%	0.0%	93.7%		97.9%	99.9%	85.4%

**Regional Comparison Balanced Score Card  
Data as of March 2011**

**Region**

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	StateWide
<b>Services to Job Seekers</b>																									
Job Seeker Entered Employment Rate (Wagner Peyser)	58.23%	56.85%	55.81%	62.23%	58.76%	44.87%	57.13%	50.25%	51.49%	47.23%	48.94%	49.01%	53.72%	52.88%	43.46%	53.60%	50.72%	49.28%	50.82%	46.84%	48.57%	49.68%	42.18%	50.18%	49.21%
Veterans Entered Employment Rate (Wagner Peyser)	58.57%	58.39%	50.78%	61.11%	49.55%	45.27%	68.65%	50.66%	61.26%	44.99%	43.21%	45.26%	52.42%	47.03%	40.23%	50.96%	47.83%	46.78%	48.62%	43.50%	42.25%	47.65%	40.23%	56.27%	48.33%
Customer Satisfaction - Job Seekers (Wagner Peyser) (N/A)																									
Aggregate	58.40%	57.62%	53.30%	61.67%	59.15%	45.07%	62.89%	50.45%	56.38%	46.11%	46.08%	47.14%	53.07%	49.96%	41.84%	52.28%	49.28%	48.03%	49.72%	45.17%	45.41%	48.67%	41.21%	53.22%	48.77%
Rank	4	5	7	2	3	22	1	11	6	18	19	17	9	12	23	10	14	16	13	21	20	15	24	8	

**Services to Disadvantaged Groups, Unemployed Adults, and Youth**

WIA Entered Employment Rate	85.66%	95.01%	92.42%	90.33%	63.91%	90.00%	98.00%	96.61%	74.73%	94.16%	82.78%	82.47%	82.03%	98.77%	64.50%	90.45%	90.74%	89.61%	77.78%	94.29%	95.89%	94.60%	95.98%	85.90%	89.04%
WIA Employment Earnings Rate	115.84%	110.83%	75.90%	162.75%	90.76%	125.26%	118.19%	208.70%	131.49%	110.43%	120.54%	121.25%	120.26%	164.33%	113.57%	128.88%	163.44%	187.17%	386.44%	201.54%	198.83%	146.34%	113.59%	122.27%	151.17%
WIA Employment Retention Rate	84.52%	91.55%	94.12%	94.54%	95.65%	93.55%	96.97%	95.02%	93.88%	93.86%	88.87%	91.10%	95.50%	94.69%	89.88%	91.86%	67.10%	94.97%	94.59%	93.81%	97.14%	93.08%	85.05%	94.82%	91.38%
Youth Average Grade Level Gain (N/A)																									
Youth Positive Outcome Rate	79.55%	88.68%	34.00%	87.50%	66.93%	72.22%	90.00%	86.29%	74.07%	37.50%	53.57%	38.57%	77.78%	97.39%	72.22%	72.50%	68.75%	46.81%	88.89%	64.29%	85.22%	88.24%	74.74%	92.59%	67.19%
WIA Participant Customer Satisfaction Rate (N/A)																									
Aggregate	91.39%	96.02%	74.11%	108.78%	79.31%	95.26%	100.79%	121.65%	93.54%	83.99%	86.44%	83.55%	93.89%	113.79%	85.04%	95.92%	97.51%	104.64%	111.93%	113.48%	119.02%	105.56%	92.34%	98.90%	99.69%
Rank	18	12	24	6	23	14	9	1	16	21	19	22	15	3	20	13	11	8	5	4	2	7	17	10	

**Services to Welfare Recipients**

Welfare Closed Case Outcome Rate	31.00%	39.30%	25.00%	33.40%	33.60%	29.40%	33.40%	29.30%	26.00%	29.60%	28.00%	28.40%	37.40%	35.50%	25.30%	28.60%	28.40%	37.60%	34.10%	27.70%	33.30%	35.80%	31.10%	33.10%	30.50%
Welfare Transition Earnings Rate	47.58%	48.49%	58.08%	45.60%	44.08%	49.23%	42.99%	44.88%	45.89%	53.53%	49.40%	50.08%	43.61%	51.97%	47.83%	51.51%	47.39%	54.61%	39.92%	50.53%	50.31%	50.02%	54.64%	52.18%	50.43%
Welfare Transition Retention Rate	72.82%	73.53%	88.89%	71.43%	81.48%	68.00%	74.29%	70.22%	79.17%	79.07%	70.30%	77.49%	74.07%	76.36%	67.03%	71.95%	73.96%	75.51%	84.21%	75.63%	62.99%	71.22%	79.50%	65.28%	70.18%
Aggregate	50.47%	53.77%	57.32%	50.14%	53.05%	48.88%	50.23%	48.14%	50.35%	54.07%	49.23%	51.99%	51.70%	54.61%	46.72%	50.69%	49.91%	55.91%	52.74%	51.29%	48.87%	52.35%	55.08%	50.18%	51.70%
Rank	14	6	1	18	7	21	16	23	15	5	20	10	11	4	24	13	19	2	8	12	22	9	3	17	



Statewide									
	Nation	FL RWB 13	Florida	California	New York	Texas	Pennsylvania	Illinois	
Population	308,745,538	543,376	18,801,310	37,253,956	19,378,102	25,145,561	12,702,379	12,830,632	
UC Rate (July 2009)	9.40%	10.50%	10.50%	11.70%	8.70%	7.80%	8.30%	10.40%	
UC Rate (July 2011)	9.10%	11.30%	10.70%	12.00%	8.00%	8.40%	7.80%	9.50%	
WP EE RATE	48.00%	44.56%	46.00%	39.00%	50.00%	n/a	n/a	48.00%	
WP 6 mo. Retention Rate	75.00%	n/a	76.00%	74.00%	76.00%	n/a	n/a	75.00%	
WIA Adult EE Rate	n/a	87.00%	82.9% (7)	48.30%	55.00%	66.00%	68.50%	72.20%	
WIA DW EE Rate	n/a	89.00%	79.7% (20)	54.00%	42.50%	72.20%	69.10%	77.50%	
WIA Adult Average Earnings	n/a	\$ 19,041.00	\$21,064 (1)	\$ 13,349	\$ 15,344	\$ 18,587	\$ 10,919	\$ 11,740	
WIA DW Average Earnings	n/a	\$ 15,359.00	\$16,715 (8)	\$ 17,010	\$ 19,935	\$ 15,714	\$ 14,483	\$ 15,727	
WIA Adult Retention (1yr)	n/a	91.10%	90.7% (3)	82.20%	76.50%	83.70%	79.10%	79.60%	
WIA DW Retention (1yr)	n/a	93.10%	87.4% (24)	85.60%	74.60%	87.60%	87.10%	85.70%	
Overall Status of Local WIA Performance	<i>(Based on PY 2009 Agreed Upon Common Levels of Performance)</i>								
WIA Goals Not Met	n/a	0	1	2	4	3	6	4	
WIA Goals Met	n/a	6	5	4	2	3	0	2	

## Information Brief

### 2011 Living Wage Study

#### Background

Brevard Workforce (BW) staff has prepared a Living Wage Study in accordance with the “Definition of the Local Living Wage” for the Brevard County area established in late 2000 and early 2001 by staff of the Brevard Workforce, a special Living Wage ad hoc committee, and the BWDB Better Jobs/Better Wages Committee. The definition developed by this committee is as follows:

**“Living Wage is the hourly salary that must be earned in Brevard County to support a family at a level of self-sufficiency so that the family may meet their basic needs, and through progression, ultimately eliminate the need of any government assistance programs.”**

In 2009 the definition and the elements included in the study were reviewed and revised where necessary to reflect changing lifestyles and economies. The study attempts to update information from previous studies completed by KOG and Associates, Inc. and BW staff in terms of the cost of living in Brevard County and is updated every other year.

The following table demonstrates the comparison to past studies:

Year	Annual Range	Hourly Range	% +/- from prior Year
2000	\$23,428.20 to \$38,333.61	\$11.26 to \$18.43	N/A
2003	\$26,734.61 to \$44,111.81	\$12.85 to \$21.21	+12% to +13%
2005	\$32,870.52 to \$61,312.44	\$15.80 to \$29.48	+19% to +28%
2009	\$39,646.24 to \$74,984.76	\$19.06 to \$36.05	+17% to +18%
2011	\$40,700.76 to \$86,132.80	\$19.57 to \$41.41	+3% to +13%

The amount for a Single Person in 2005 was \$19,003.32 (\$9.14 per hour), \$25,101.00 (\$12.07 per hour) in 2009, and \$24,029.04 (\$11.55 per hour) in 2011.

A more detailed summary of the 2011 study will be available at the committee meeting and the full report can be supplied upon request.

## *Information Brief*

### **Local Performance Report for July 1, 2011 – September 30, 2011**

#### Background

In conjunction with the Business Process Reengineering (BPR) design, new performance measures were developed that would more closely align with and measure the progress of the new design and focus. These measures were approved by the committee in February 2010 and replaced existing contract performance measures. The attached chart reflects the 4th Quarter End of Year Performance based on the new measures.

The chart shows the measures with the Minimum and Accelerated Goals for Contractor payments. The report shows the Performance Rate with a red background if the minimum measure was missed and with a green background if the accelerated rate was met or exceeded. Performance that met the minimum but not accelerated is shown with a normal background. Because these measures are unique to Brevard there is no longer a comparison to performance ranking in other regions.

Brevard Workforce Career Centers met and/or exceeded performance for 8 of their 10 measures. One measure (Measure 6 – Market Retention) was evaluated for the calculation time-frames and was modified for this program year. While performance on this measure is still below minimum there is an upward trend showing improvement from 45% at the end of last year compared to 64.2% for this report period.

Measure 9 – WIA Youth Positive Outcome Rate was the other measure missed during this first quarter. This is an expected anomaly due the fact that this measure is outcome based and those positive outcomes typically coincide with the end of the school year while the negative outcomes occur earlier in the year.

Board staff has continued to track the original Federal and State measures. Those results are shown in the package as the 'MMR Watch Measures' brief. While performance on the MMR measures are below average, all of them continue to trend upward showing increases over March's report. These measures continue to be monitored closely.

Local Performance Measures		Performance Year-to-Date through 09/30/2011		
		Minimum Goal	Accelerated Goal	Actual Performance
Program Year 2011 -2012				
1	% of all business accounts that received an Engagement Service.	25.0%	30.0%	33%
2	The total business customer rating of one question regarding overall satisfaction and reported on a 1-5 scale.	85.0%	90.0%	88%
3	% of Brevard Businesses in the construction/ manufacturing/ transportation industry with 5 or more employees receiving at least 1 Market Penetration Service.	22.0%	26.0%	25%
4	% of Brevard Businesses in the healthcare/professional industry with 5 or more employees receiving at least 1 Market Penetration Service.	5.0%	9.0%	14%
5	% of Brevard Businesses in the General/Other industries with 5 or more employees receiving at least 1 Market Penetration Service.	5.0%	7.0%	10%
6	% of employers who have received an Engagement service in the past 24 months and have returned for an Engagement in the past 180 days.	74.0%	77.0%	64%
7	% of staff referrals given within a business cluster in which the job seeker became employed.	20.0%	25.0%	21%
8	% of job openings posted in EFM, by employers who have received an identified Job Order Service(s) from the attached list of services, during the report period that are filled.	35.0%	41.0%	36%
9	% of WIA Youth who enter unsubsidized employment, military, a qualified apprenticeship program(s), post-secondary education, advanced training, or receives a HS diploma or equivalent, or obtains a post-secondary credential or industry-recognized certification by closure	80.0%	90.0%	79%
10	% of WIA Youth who are assessed as basic skills deficient at registration who achieve at least one educational functioning grade level gain in math and/or reading and/or language on or before the anniversary of the program participation date and/or closure date.	65.0%	70.0%	88%

## Watch Measures - Monthly Management Report

Data through 09/30/2011

Performance Measure		Region	Statewide		Performance Range	
#	Name	13	Rank	Average	Low %	High %
1	Welfare Transition Entered Employment Rate	33.2%	6	28.8%	7.3-26.9	33.2-40.9
2	Welfare Transition Entered Employment Wage Rate	70.6%	6	68.6%	62.8-66.7	70.6-72.4
3	Welfare Transition Federal All Family Participation Rate	49.3%	11	46.0%	22.0-35.8	54.6-64.4
4	Welfare Transition Federal Two Parent Participation Rate	50.0%	12	53.7%	0.0-34.7	66.7-71.6
5	WIA Adult Employed Worker Outcome Rate	87.0%	17	87.1%	15.3-84.4	100
6	WIA Adult Employed Worker Outcome Rate - Those Who Received Training Services	90.9%	18	88.8%	11.1-89.7	100
7	WIA Adult Entered Employment Rate	90.9%	21	97.7%	66.7-94.4	100
8	WIA Adult Entered Employment Wage Rate	119.6%	12	123.4%	92.4-107.6	150.1-190.5
9	WIA Dislocated Worker Entered Employment Rate	91.3%	24	99.1%	91.3-99.0	100
10	WIA Dislocated Worker Entered Employment Wage Rate	123.4%	8	118.5%	94.6-105.3	129.1-168.5
11	WIA Adult and Dislocated Worker Entered Employment Rate	92.4%	21	97.4%	74.5-96.1	100
12	WIA In-School Youth Outcome Rate	66.7%	24	96.6%	66.7-90.9	100
13	WIA Out-Of-School Youth Outcome Rate	81.3%	19	93.6%	33.3-90.2	100
14	WIA Younger Youth Skill Attainment Rate	100.0%	1	100.0%	100	100
15	WIA Younger Youth Positive Outcome Rate	60.0%	24	96.7%	60.0-94.6	100
16	Timeliness of Data Input For WIA Participations	3.9	11	6.7	6.5-28.1	0-1.8
17	Timeliness of Data Input For WIA Closures	1.5	14	3.1	0	2.9-17.3
18	Wagner-Peyser Entered Employment Rate	14.9%	23	18.3%	14.4-16.5	21.6-37.2
19	Wagner-Peyser Entered Employment Rate for those Employed at Participation	15.8%	14	17.6%	13.3-14.2	19.5-41.5
20	Wagner-Peyser Job Placement Wage Rate	138.1%	1	86.2%	69.2-79.0	93.7-138.1
21	Short-Term Veterans Entered Employment Rate	14.9%	22	21.3%	8.9-16.6	32.5-65.1
22	Short-Term Veterans Entered Employment Rate for those Employed at Participation	16.2%	17	22.5%	3.8-14.3	37.1-72.2
23	REA Entered Employment Rate	18.7%	12	18.6%	13.5-17.2	24.1-40.2
24	REA Job Placement Wage Rate	106.3%	4	90.3%	70.5-85.9	98.3-126.0
25	Wagner-Peyser Percent Of Job Openings Filled	41.0%	5	24.3%	.8-20.2	39.4-257.4
26	Wagner-Peyser Closed Positions Filled Rate	30.1%	13	28.2%	.6-22.2	53.4-79.6

## Information Brief

### Local Customer Satisfaction Survey Results - (July – September 2011)

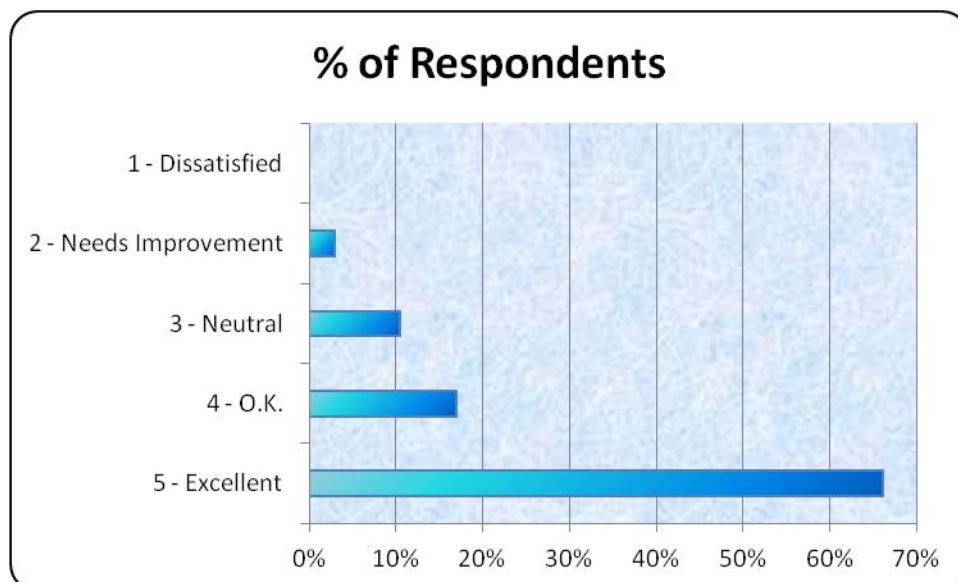
#### Background

The state of Florida no longer contracts with Brandt Information Services to provide Job Seeker and Employer Customer Satisfaction Surveys and is in the process of forming a workgroup(s) to review the survey process and to establish new surveys and methods for completing them.

In conjunction with the Business Process Reengineering design, one of the new measures established was a Business Satisfaction Survey conducted locally and the results of that survey are contained in this brief.

The survey was kept simple in hopes of soliciting more responses with fewer interruptions to the businesses. Any business receiving an Engagement Service, receives an e-mail with a link to a Survey Monkey survey. The survey asks them to rate their satisfaction with the service(s) they have received from Brevard Workforce.

As of October 5, 2011, approximately 950 e-mails had been sent out and 171 surveys had been completed (18% Return Rate). The overall Customer Satisfaction Performance Rate was 87.8%. The following chart shows the results:



Employer Satisfaction Survey		
	Response	Response
5 - Excellent	66.1%	113
4 - O.K.	17.0%	29
3 - Neutral	10.5%	18
2 - Needs Improvement	2.9%	5
1 - Dissatisfied	0.0%	6

A comment box was also included in case employers wanted to expand upon their rating. Sixty-eight (68) employers took advantage of that opportunity and their comments are included verbatim below:

1. My only suggestion would be that when I post a job ALL interested candidates send their resumes to my email address for consideration. What is happening now is that I do receive resumes from those who read my directions to send me their resume, but there are those who do not and I have to go into the system to look at them and sometimes their resume isn't visible. It is difficult to remember who sent me their resumes via email address when I am in the system. Therefore, having one place to review the resumes is the best method.
2. From my perception, there's a wide gap between Excellent and Okay. The service that I receive is always very good.
3. I am not the most computer literate person and am already short on time since I am short on people. Michelle McAlpin was great about helping me set up an account and password, to screen candidates for me and create the job description. I have contacted her via email for something since then (related to my search) and she responded promptly, I was impressed and would call her again.

10 years ago I tried placing an ad thru Brevard job link. the service i received was poor in terms of screening, initial help and follow up was so poor that i was reluctant to ever try them again.

I found the person i hope to hire thru Craigslist but would use your services again in a heartbeat! Please tell Michelle thanks from me!

Thanks for your help. Patti

4. I have found that even though people don't meet the requirement stated in the job description, they are applying anyways. I assume they are doing this because they need to apply for a certain amount of jobs per week to keep collecting their unemployment or government help. There should be a way to prevent this.

5. We have always received excellent service in a very timely manner. Colleen Straney is stellar!!
6. I created a list of five interview questions for the applicant to answer. Your rep told me they MUST answer those questions before being able to proceed to the actual application process. Not one person has answered the question set. All 21 have been able to bypass it. I considered the questions to be integral to the interview process and could serve as a preliminary "weeding" tool. I am disappointed that this does not work the way I was told it would.
7. I am disappointed that I had driven to Rockledge expecting a job fair to be on the 30th as discussed earlier this month with a rep but finding that there was no job fair, only some training on resume and cover letter writing for candidates. I'm hoping that you will be able to organize some recruiting event(s) that will assist us in meeting face-to-face with potential candidates for positions in the painting contracting industry.
8. We received an ample supply of applicants.
9. Great service. My only comment was that the application process online was cumbersome. And not geared toward a manufacturing or fabrication shop.
10. After spending twenty minutes trying to sign up and place an advertisement for a part-time cook, the finished product was listed as full time even though I specified it was part time. I tried to go back and see if I could make changes and lost the whole thing. A complete waste of my time.
11. Cynde Goodwin was very professional in her presentation. We are just now going to try the employment services so we have no experience yet with the actual services offered.
12. Always very helpful when putting together job listing and managing them. Thank you.
13. Very responsive and quick to get my employment opportunities posted on Employ Florida. Extremely helpful with screening and providing resumes to me.
14. A great number of applicants that did not match criteria
15. Lori Goodwin was very helpful in coordinating information from the Job Fair on Sept 15th for us. We were able to hire 2 candidates so far from that fair. She is a pleasure to work with.

Michele McAlpin is also great! She follows up promptly with my job orders on Employ Florida. She is pleasant and very helpful.

I also went to a SHRM workshop with Brevard Workforce recently. Sheryl Cost was amazing, provided me with tools for successful job posting.

16. Deborah Ballard always does an outstanding job marketing your services to our displaced workers
17. Not sure what services I just received.
18. Pushy employees who feel that everyone is doing things behind their back. As an employer I do not want someone babysitting me about my jobs in your system. I am well aware that there are applicants and majority are not qualified. There should be a

better system for keeping jobs posted rather than having someone email you 3 times a month breathing down your back.

19. You don't send qualified candidates resumes. Read the job description before sending someone who does not have the minimum qualifications. STOP sending former Space Center employees. They have an unrealistic salary expectation. I would suggest training them that this is the "real world" and the government gravy train has derailed.
20. Love the staff in your office!
21. The staff was great! Very helpful!!!
22. Unlike the responses I received last year, the Workforce delivered 2 individuals that filled the bill for me.

Truth be told the averages of finding someone in my field, in my area, is slim to none.

Thank you and Well Done! Lloyd Clough

23. This service is an excellent resource for small business looking to hire in a hurry.
24. Lori Goodwin and staff were professional and very helpful!
25. Lori Robinson is our advisor and she is always very helpful. She has helped us get the NEG OJT training grant for several employees. She seems knowledgeable about Brevard Workforce programs and is always willing to help or answer questions when I call.

Michelle McAlpin also works with us. She is also very helpful and reminds me when me jobs have closed, are full, etc. etc.

I enjoy working with both!

26. Lori Goodwin has been such a pleasure to work with as my point of contact. She has really done a great job of screening candidates for me and helped make the entire process painless. We have hired 2 employees through the program and looking at a 3rd as I type...
27. EACH PERSON WERE HAVE SELECTED MINUS ONE HAS BEEN RELIABLE AND PROFESSIONAL. WE ARE PLEASED
28. We received a great number of applicant responses but found wading through the ones who were just "punching their ticket" by applying to be very time consuming and laborious. Not sure we would list again due to this fact.
29. I will do anything it takes to not have to use your services again for my hiring needs. To have one of your employees go into my posting and change the wording, leaving behind excessive misspelled words, unfinished sentences and improper punctuation was absolutely uncalled for. Completely unacceptable, in my opinion.
30. On-line services need some attention:

Reactivating old positions,

## Viewing EmployFlorida applicant resumes

Staff is always very knowledgeable and exceptionally helpful. Always very polite and professional. Respond in a very timely fashion - usually within a few minutes. Their follow-up with business clients is "off the chart". My contact has been primarily with Colleen Straney and Karen Parrott - you "GO" girls !!!!!

Your staff is one of your more valuable and most important assets. I applaud them all with special mention of Colleen and Karen!

Keep up the good work.

31. Tandy and Rosemary have been tremendously helpful. Very professional experience.

Thank you. Fred Howell

32. Great Collaboration Efforts

33. I appreciate that I always get a timely response from staff when I have questions.

34. All the applications that we have been receiving for the Part-time Vet Tech are not qualified for the position. We have received over 30 and only 3 have any experience at all.

35. The end result was excellent, but what caused me to lower it a notch was the time it took to get responses from your organization. In fact, the first liaison I contacted never returned any phone calls or emails. The liaison we used to complete our hiring was excellent, although sometimes it took several emails and phone messages to get a response. I chalk that up to busy schedules and limited resources.

36. I work with Michele McAlpin on a regular basis. Each time is pleasant and she provides our agency with great customer service!

37. Excellent service for small business in the area.

38. Unfortunately, the candidates that responded to our job opening were not qualified roofers but were from all other fields.

39. The representatives are rude and accuse you of not sharing information with them when indeed there is no information to be shared.

40. Things are ok, but the application process is long. People are nice and we enjoy working with them. They are responsive.

41. the staff are helpful and easy to work with keep up the good work

42. Staff always professional, helpful, and current on what is happening in the market.

43. The person who I have worked with is Lori Goodwin. Lori was very nice, professional and my experience has been very positive. Also I worked with a lady named Tammy with income verifications she too was very professional, nice and a positive experience. I do not know Tammy's last name. Elizabeth Conant

44. Sending candidates to us that have no experience nor meet our requirements.

45. I would like to know who my company contact is and have a one source stop or someone that I was in relationship with that could direct my many questions for unemployment, training, or the use of different services. Right now it is hit or miss.
46. ALTHOUGH AT TIMES, PROBABLY BECAUSE OF THEIR WORK LOAD, IT IS DIFFICULT TO GET ASSISTANCE. OTHER THAN THAT THEY HAVE BEEN GREAT / HELPFUL
47. The staff is just recommending anyone for a position whether they are over qualified or under qualified for the job and pay rate.
48. Receiving a lot applicants that do not have the experience that we are looking for and have listed
49. I received two applicants, which neither was qualified. But according to the tracking on the site it said I got a lot more applicants than two. The job posting and job search web site needs to be redone to make it more user friendly and do a better pre-screening of applicants.
50. Found some good candidates. Easy to post an advertisement. The service is great, as it taps into local talent, instead of the CareerBuilder or monster.com alternative which is quite costly for a small business, and no results are guaranteed.

Thank you for your service, will continue to use it. William DiOrio

51. Some of the applications that I received, were not the applications that I asked for.
52. About 70% of the candidates do not have the experience we specifically request in our ad
53. Although I listed specific qualifications, I still received applicants who did not meet requirements and therefore had to turn them away
54. A/C techs are hard to find, I could have used some assistance if finding a qualified candidate sooner. On the plus side, I did receive calls from service reps telling me that funds are available to help me hire and train entry level positions should I have the need arise for this type of employee.
55. My contacts are always very helpful and accommodating
56. GREAT staff that work with me and our openings!
57. I have asked for several weeks and on several occasions when we could expect to see payment and we are always given the answer "They are working on it."
58. I have never hired a candidate from your office. I'm looking for "A" players, and the candidates supplied seem to be bottom of the barrel. Nobody I've received is qualified, and most seem to send me a resume so they can say they "applied" to keep collecting unemployment.
59. Applicants' resumes are next to impossible to read if entered into your website. We have to have everyone send them to us in order to read them but not a problem. I don't even read them if they are only on your website as they are not complete
60. I am currently hiring in four separate counties in FL., Brevard Workforce was fantastic to work with, I made one phone call, made one request, and the resumes started pouring in, these people know their job and do it well.

61. Very good service.
62. It was hard to follow how the program works and what options existed. After awhile of discussion it became clear.
63. Have not had qualified people apply for the job posted. - Medical Biller
64. Great work by Jeanette Peters in a very short turnaround time.
65. Tandy Baerst has been most helpful, very enthusiastic, and timely in preparing and returning correspondence. Outstanding job!
66. The staff has been very professional and helpful.
67. Website was effective and the service I receive when I call any of the Job Link centers is always warm, professional, and helpful.
68. Customer service from the staff at Brevard Workforce was excellent.

# BREVARD WORKFORCE OPERATIONS COMMITTEE (BWOC)

## ATTENDANCE RECORD

PY 2011-2012	Aug	Nov	Feb	May
Ascanio, Pam	P			
Anania, Tracy	P			
Bartok, Marj	A			
Bean, Michael	P	committees per BW request		
Brown, Carolyn	A			
Chivers, William	P			
Coyne, Mildred	P			
Olson, Dayle	P			
Olson, Wayne	A			
Rendon, Fernando	A			
Stratton, Patricia	A			
Whitten, Stockton	P			