



Business Workforce Committee Meeting

October 6, 2011

8:30 A.M. – BWDB Boardroom
(Teleconference 321-394-0700)

Attendees: Ron Cobb, Terry Compton, Dale Coxwell, George Hauer, Al O’Connell, D. Travis Proctor, Colleen Rupp, Mark Senti, Tim Yandell (Chair), Dr. Denise Young

Agenda

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Call to Order

Tim Yandell

Introductions

Public Comment

Action Items:

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- Individual Training Account Vendor Procurement Don Lusk 3 – 6
- New Five Year Goals and Strategies Lisa Rice 7 – 8

Discussion Items:

- Goal Strategy 2 Updates 9 - 11
- Measure 1B: Customize Local Targeted Occupations List Don Lusk 12 - 18
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- Small Business Partnerships/BizLaunch Don Lusk 31 - 33
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Adjourn

Tim Yandell

Call 321-394-0658 for information

TTY: 711-321-394-0507

Upcoming Meetings:

October 2011

19th Community Involvement Committee-4:00pm-BW Boardroom

November 2011

15th Brevard Workforce Operations Committee-4:00pm-BW Boardroom
18th Board Meeting-8:00am-BW Boardroom

December 2011

15th E³ Committee-8:30am-BW Boardroom

January 2012

10th Executive Committee-4:00pm-BW Boardroom
12th Business Workforce Committee-8:30am-BW Boardroom
25th Community Involvement Committee-4:00pm-BW Boardroom

February 2012

14th Brevard Workforce Operations Committee-4:00pm-BW Boardroom
17th Board Meeting & Retreat-8:00am-12:00pm-TBD

March 2012

8th E³ Committee-8:30am-BW Boardroom

April 2012

3rd Executive Committee-4:00pm-BW Boardroom
5th Business Workforce Committee-8:30am-BW Boardroom
25th Community Involvement Committee-4:00pm-BW Boardroom

May 2012

8th Brevard Workforce Operations Committee-4:00pm-BW Boardroom
18th Board Meeting-8:00am-BW Boardroom

June 2012

14th E³ Committee-8:30am-BW Boardroom

Brevard Workforce
Business Workforce Committee (BWC) Meeting
July 14, 2011

Minutes

Members in Attendance: Dale Coxwell, George Hauer (Acting Chair), D. Travis Proctor, Coleen Rupp, Mark Senti, Tim Yandell (via teleconference), Dr. Denise Young

Members Absent: Terry Compton, Ron Cobb, Al O'Connell

Staff in Attendance: Lisa Rice, Marci Brilley, Don Lusk, Judy Blanchard, Joan VanSycoc, Denise Beasley, Jeff Schiff, Erica Lemp, Denise Beasley, John Calkins and Marina Stone

Guests in Attendance: Caroline Joseph-Paul of Brevard Workforce Career Center

Call to Order:

George Hauer, Acting Chair, called the meeting to order at 8:36 a.m. Introductions were made. There was no public comment.

Action Items:

Approval of Business Workforce Committee Minutes of April 6, 2011

A motion to approve the minutes of the April 6, 2011 Business Workforce Committee Meeting was made by Dr. Denise Young and seconded by D. Travis Proctor. Motion passed unanimously.

Discussion Items:

Goal Strategy 2 Update

Staff reviewed the strategies and measures for Goal 2, "Strengthen key business clusters by working with them to identify and solve workforce issues they face".

1B: Strategic Goal Update: Customize Local Targeted Occupations List

Progress was shown in a flow chart format which outlined the process that is being used to customize the Targeted Occupations List which will benefit BW's business customers and job seekers.

3A: Business Education Activities/Demonstration of New Website

A preview of the revamped website www.brevardworkforce.com was shown and demonstrated. The site is scheduled to go live within the next 2 weeks. The latest publication, which will be an insert in a Florida Today Sunday Edition was distributed.

4A: Aerospace Strategic Plan Update

The Aerospace Industry Strategic Plan progress was provided. A total of 1583 aerospace workers have successfully been re-trained. There are currently 6050+ registrants on www.launchnewcareers.com with 21 awaiting 'first touch'. The BW Express has served over 2900 aerospace workers to date.

Information Items:

Small Business Tool Kit

A summary was given regarding BW efforts in testing and development of the "Small Business Tool Kit". In April, BW hosted a series of meetings to field test the toolkit and share items. The response was very positive. BW identified three outcomes for the next year in addition to signed MOUs with identified partners. The E3 Committee added a measure to their Strategic Plan with measures tracked under 5C of their plan that relates to the Small Business Toolkit.

Targeted Occupations List (TOL) PY 2011-2012 Update

Brevard Workforce submitted the necessary regular TOL information and data by the April 15, 2011 deadline. BW requested permission to use the TOL of surrounding regions to train Brevard residents and to continue to train aerospace related workers in 4 year and 6 year degrees. WFI's Executive Committee met on June 30, 2011. They did not approve training for four or six year degreed programs. They did approve BW using surrounding region's TOL's. Data was provided regarding the pending TOL's. The committee pointed out that the Mean and Entry Wage columns needed to be switched around. Staff noted the change.

Incumbent Worker Training

Florida businesses are served through Employed Worker Training grants (EWT) and Incumbent Worker Training grants (IWT). This program provides customized training for existing for-profit businesses which meet established criteria as outlined by the State of Florida. IWT grants received in this period were provided. Since July 1, 2010 BW has assisted companies with IWTs that have resulted in \$294,695 coming to Brevard businesses and has impacted 345 jobs.

A tour was given of the new Rockledge Career Center by Lisa Rice.

Adjourn:

There being no further business, George Hauer adjourned the meeting at 9:39 a.m.

Respectfully submitted,

Reviewed by,

{signature on file} 07/21/11
Marina Stone Date

{signature on file} 07/21/11
George Hauer (Acting Chair) Date

Action Brief

Individual Training Account Vendor Procurement

Background

The Workforce Investment Act (WIA) requires interested training providers to participate in an evaluative procurement process to be placed on the Brevard Workforce list of training vendors. Training is provided through an Individual Training Account (ITA) or a pre-vocational training voucher. This process allows for WIA required customer choice for training vendors.

During the first quarter of PY 2011-2011, there were 7 vendors who submitted a total of 25 programs for evaluation. Of the vendors who requested evaluation, the corresponding number of programs reviewed included: Ultimate Medical Academy – 9; Stetson University – 7; Stetson University/Deland -1; Aerostar – 1; L.S. Coding – 1; National Business Institute – 1; and Academy of Cosmetology – 5. Each vendor and program is evaluated based on BW Policy PLN 02-03 “Selection of ITA Training Providers”. Programs not recommended are usually because the training vendor has not provided data to substantiate one or all of the following: 1.) Program does not address a targeted occupation on the TOL [Targeted Occupation List], 2.) Program has not been in place for 12 months or attended for 1 semester 3.) Vendor does not submit the letters verifying placements of graduates. 4. Vendor has used outdated forms or old application package format that does not have the required data necessary to evaluate.

The programs presented for BWC review are as follows:

National Business Institute of Florida's (NBI) Commercial Truck Operator (CTO): NBI is a Florida training corporation established in 1989. NBI's Central Florida facilities are located at 4950 Recker Highway in Winter Haven, Florida, 33880. The campus includes a 2,000 sq. ft. training facility, an off-road driving range which includes track space for training on NBI's fleet of Freightliner tractor-trailers. Equipment integral to training is available and maintained at the campus.

Academy of Cosmetology (AoC) Massage Therapy: AoC is a training vendor licensed by the Florida Department of Education in 1990. The first of 3 sites (Merritt Island, Palm Bay and Melbourne) was purchased in 1986. The Merritt Island location is 10,000 sq. ft. facility located at 2088 N. Courtenay Parkway, Merritt Island, Florida, 32953. It is fully equipped and accommodates six massage bays, a classroom and scrub area.

The “Review Sheets for Proposed Training Programs” are attached. A rating team consisting of BW staff reviewed the package submitted by the vendors based on all the applicable evaluation criteria as established in BW Policy PLN 02-03 “Selection of ITA Training Providers”. Based on the Targeted Occupations Entry Level Wage of \$11.54 for a Commercial Truck Operator, and Massage Therapists Entry Level Wage of \$12.31, the cost of these programs fit in the “Bridge

Tier" of \$9.01-\$14.00 which allows a maximum investment of up to \$7,000. The program cost is \$4,958 for Commercial Truck Operators and \$6,819 for Massage Therapist compares favorably with similar programs.

Staff recommends the following:

- Approval of the Commercial Truck Operator program with *National Business Institute of Florida, Inc.*
- Although the vendor has successfully submitted and met all of the required information, staff recommends that the BWC discuss the Massage Therapy program with the *Academy of Cosmetology.* This occupation has limited numbers of advertised positions and research results indicate that these occupations are generally commission-based.

Action

Discuss staff recommendations, revise and/or approve for the consent agenda for the next full Board of Directors meeting.

REVIEW SHEET FOR PROPOSED TRAINING PROGRAMS

VENDOR: The National Business Institute of FL PROGRAM: Commercial Truck Operator (CTO)

PROGRAM TYPE Certificate

POTENTIAL JOB: Truck Drivers, Heavy and Tractor Trailer

TOL ENTRY WAGE: \$11.54

Brief Program Description:

Program was developed in cooperation with local private contractors to assist in meeting the need for entry-level commercial truck operators. Emphasis is placed on safe driving skills with classrooms and track/road driving. Courses include mapping, logging, maintenance and operator's manual, loading, unloading, backing skills, positioning, hand signals, state requirements, Florida CDL code, field maneuvers, job readiness skills and more. Attendance and punctuality, positive work attitudes, mock interviews are incorporated into the program for employability.

Evaluation Criteria	Comments	Sources	Meets
1. Training for Targeted Occupations			
Training in Demand for Local/Regional Market <ul style="list-style-type: none"> • 10 Open Job Orders/ Employer Documented Support (EDS) • Training for Occupations projected to recover (Example of No is: Negative projected growth, no job openings or no Employer Documented Support) 	FL LMI data shows 2.25% increase and 49 Annual Openings Listed as 'Hot Job' in R.13 66 HWOL ads in Brevard within the past 30 days.	Labor Market Information/ Help Wanted Online	Yes
2. Quality of Training Facility			
Adequacy of Training Facility/Current Technology & Equipment <ul style="list-style-type: none"> • Facilities are conducive to a good learning environment • Up to Date audio/visual equipment • Meets ADA requirements • Instructor qualifications verified 	The site visit was conducted on September 27' 2011. The facility met the quality criterion.	Site Visit Required for New Vendors Only	Yes
3. Online Program Offerings			
Industry typically requires Hands-On training, Clinical or Internship Component? If so, is this provided as part of the Program Curriculum and part of the cost?	Not an Online Program		N/A
Is online training from a Third Party Vendor? If yes, what institution is listed on the certificate or diploma?	Not an Online Program		NA
4. Quality of Program Offering			
<ul style="list-style-type: none"> • Percentage of Students Who Complete Program • Upon completion of Program, Percentage of Students Who Obtain Jobs in Field of Study 	94% of Students Complete Program 84% Obtain Jobs in Field of Study	Application	Yes
All letters must be dated within the past 12 months <ul style="list-style-type: none"> • 1 letter from a local area employer specifically stating that they have hired one of the graduates for the proposed occupation and that the graduate's skills/training met their industry standards and were an integral part of obtaining employment OR • 2 letters from local businesses stating that they would employ a graduate with the certificate/diploma proposed 	<ul style="list-style-type: none"> • Werner Enterprises has hired graduates and highlights M. Lambright • CTL presents and recruits every 3 weeks to students and have hired many drivers from NBI • Knight Transportation recruits and hires graduates of NBI 	Application	Yes
Is there a nationally recognized industry certification test offered for this program?	Commercial Truck Driver – Class A	Application	Yes
5. Cost of Training			
Scholarships/Waivers Available <ul style="list-style-type: none"> • Special discounted pricing for Brevard Workforce enrollees and/or Vendor has defined waivers and scholarships. 	No	Application	No
If applicable, is a nationally recognized industry certification test included in tuition rates?	Testing is included but an additional \$75.00 is payable to DMV for the CDL License	Application	Yes
6. Cost Analysis			
Is Cost reasonable based on a high level staff analysis? i.e. Program Length, Cost Comparison of other similar programs, Entry Wage, Nationally Recognized Certificate, etc.	4 Weeks; 160 Clock Hours, \$4958 3 Weeks, 160 Clock Hours, \$5000 3 Weeks, 154 Clock, \$4048 3 Weeks, 334 Clock Hours, \$4967	Application and Current ITA Vendor Database	Yes

Date: 9/6/11

OVERALL RECOMMENDATION Approve

REVIEW SHEET FOR PROPOSED TRAINING PROGRAMS

VENDOR: Academy of Cosmetology **PROGRAM:** Massage Therapy
PROGRAM TYPE Certificate **POTENTIAL JOB:** Massage Therapist **TOL ENTRY WAGE:** \$12.31

Brief Program Description:

The curriculum is designed to instruct a student in massage therapy and prepare the student for employment as a massage therapist.

Evaluation Criteria	Comments	Sources	Meets
1. Training for Targeted Occupations			
Training in Demand for Local/Regional Market <ul style="list-style-type: none"> 10 Open Job Orders/ Employer Documented Support (EDS) Training for Occupations projected to recover (Example of No is: Negative projected growth, no job openings or no Employer Documented Support)	FL LMI data shows 2.09% increase and 302 annual openings 0 HWOL ads in Brevard within the past 90 days	AWI Labor Market Information/ Help Wanted Online	No
2. Quality of Training Facility			
Adequacy of Training Facility/Current Technology & Equipment <ul style="list-style-type: none"> Facilities are conducive to a good learning environment Up to Date audio/visual equipment Meets ADA requirements Instructor qualifications verified 	Site visit was conducted September 28, 2011. The facility met the quality criterion.	Site Visit Required for New Vendors Only	Yes
3. Online Program Offerings			
Industry typically requires Hands-On training, Clinical or Internship Component? If so, is this provided as part of the Program Curriculum and part of the cost?	Not an Online Program	Industry Research by Staff	N/A
Is online training from a Third Party Vendor? If yes, what institution is listed on the certificate or diploma?	Not an Online Program	Application	NA
4. Quality of Program Offering			
<ul style="list-style-type: none"> Percentage of Students Who Complete Program Upon completion of Program, Percentage of Students Who Obtain Jobs in Field of Study 	74% of Students Complete Program 90% Obtain Jobs in Field of Study	Application	Yes
All letters must be dated within the past 12 months <ul style="list-style-type: none"> 1 letter from a local area employer specifically stating that they have hired one of the graduates for the proposed occupation and that the graduate's skills/training met their industry standards and were an integral part of obtaining employment OR 2 letters from local businesses stating that they would employ a graduate with the certificate/diploma proposed 	<ul style="list-style-type: none"> Affordable Spa has hired graduates from Academy of Cosmetology Harriman Salon & Spa would find any Academy of Cosmetology graduate an asset to their team. 	Application	Yes
Is there a nationally recognized industry certification test offered for this program?	Massage Therapist National Certification Board for Therapeutic Massage & Bodywork and Federation of State Massage Therapy Boards	Application	Yes
5. Cost of Training			
Scholarships/Waivers Available <ul style="list-style-type: none"> Special discounted pricing for Brevard Workforce enrollees and/or Vendor has defined waivers and scholarships. 	No	Application	No
If applicable, is a nationally recognized industry certification test included in tuition rates?	Testing/Licensure is included.	Application	Yes
6. Cost Analysis			
Is Cost reasonable based on a high level staff analysis? i.e. Program Length, Cost Comparison of other similar programs, Entry Wage, Nationally Recognized Certificate, etc.	20 Weeks, 600 Clock Hours, \$6819 525 Clock Hours \$10075 600 Clock Hours, \$9430	Application and Staff Research	Yes

Date: 9/15/11

OVERALL RECOMMENDATION **For Discussion**

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 9 of your package, you will find the current goal and strategies of your committee. Staff is recommending that the goal for the Business Workforce Committee (BWC) remain the same; Goal 2 – Strengthen key business clusters by working with them to identify and solve workforce issues they face. However, staff has reviewed the current strategies and recommends the following for Committee discussion:

1. Understand industry data to use in strategic planning purposes, including identifying industry trends, needs, potential solutions and for allocation of BW resources.
2. Participate with other organizations to conduct industry discussions for strategic planning purposes.
3. Grow the Business of the Board
4. Develop and implement cluster-based initiatives and services in key industries

Basically, staff did the following:

- Tweaked the current strategies
- Moved strategy #3 to the Community Involvement Committee
- Added 'Grow the Business of the Board' which was a topic at the last board retreat and consensus at that time was to have BW focus on this in the future.

Discussion:

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

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 2 – Strengthen key business clusters by working with them to identify and solve workforce issues they face.

Strategies:

1. Understand industry data from Business Services Unit and other sources to use in strategic planning purposes, including identifying industry trends, needs and potential solutions
2. Participate with other organizations in conducting industry roundtable discussions for strategic planning purposes (i.e. planning, analysis, action strategies and pilot programs relevant to that industry)
3. Increase awareness of and use of Brevard Workforce business services
4. Develop and implement as necessary, cluster-based initiatives to relieve worker shortages in key industries

Strategy 1: Understand industry data from Business Services Unit and other sources to use in strategic planning purposes, including identifying industry trends, needs and potential solutions

Measure 1A: Data Collection and Key Cluster Decision

Activities	Date	Board Participation	Budget Impact	Status
Ongoing activity to collect and analyze current industry data to assist in deciding which key industry will be the focal point for the upcoming year's strategic planning.	Annually	Committee & Staff	None	Completed 4/6/2011

Measure 1B: Customize Local Target Occupation List (TOL)

Activities	Date	Board Participation	Budget Impact	Status
Create a vetting process that collects feedback from local businesses in key industries on Brevard Target Occupation List to determine occupations in three categories: <ol style="list-style-type: none"> 1. Occupations with prospects for immediate employment, 2. Occupations projected to recover, and 3. Occupations with limited opportunities. The process will utilize empirical data from committee members, Business Service Reps, career center staff, etc. This local intelligence will be used as a guide post/guidance for training job seekers.	July 2011	Input	None	See Brief for Measure 1B
Implement this new process on an on-going annual basis and present categories for approval at the BWC meeting.	January 2012	Input	None	Based on the feedback from the BWC the Customized TOL will be presented at the January 2012 meeting.

Strategy 2: Participate with other organizations in conducting industry roundtable discussions for strategic planning purposes (i.e. planning, analysis, action strategies and pilot programs relevant to that industry)					
Measure 2A: Industry Roundtables					
Activities	Date	Board Participation	Budget Impact	Status	
Industry Roundtable discussions	June 30, 2008 January 2012	Staff	None	Strategic Doing Sessions are ongoing. Next update January 2012.	
Strategy 3: Increase awareness of and use of Brevard Workforce business services					
Measure 3A: Determine Goal(s)					
Activity	Date	Board Participation	Budget Impact	Status	
Develop and implement use of pocket folder and brochure inserts for business education activities via business reps.	March 15, 2009 January 2012	Staff	Yes	Redesign complete but final production of materials is contingent upon budget and final input from Industry Relations regarding appropriate mix of products.	
Fully develop the Business Services pages on the www.brevardjoblink.org web site (to coordinate with the above topics)	May 2010	Staff/Contractor	Yes	New site launched August 2011. Please explore the business section at this link: http://brevardworkforce.com/businesses/our-services This activity is complete.	
Utilize Local Veterans Employment Representatives (LVERs) and Military Family Employment Advocate (MFEA) to augment Business Services Representatives to visit businesses to provide awareness of services provided by Brevard Workforce	April 2012	Staff/Contractor	None	Collect data from various sources based on the new business model. Focus on number of business accounts from LVER, MFEA & Business Representatives.	

Measure 3B: Data Analysis				
Activity	Date	Board Participation	Budget Impact	Status
The Board will review data for overall business use of the BW business services.	Annually (October)	Staff	None	See Brief – Measure 3B
Enhance data collection to provide basis for “sector strategy” development.	October 2011	Staff	None	See Information Brief Measure 4B
Strategy 4: Develop and implement as necessary, cluster-based initiatives to relieve worker shortages in key industries				
Measure 4A: Current Initiative Monitoring				
Activity	Date	Board Participation	Budget Impact	Status
Aerospace Strategic Plan Implementation	Various	Possible	Yes, but received specific funding	See Aerospace Strategic Plan Brief
Measure 4B: Develop Sector Strategies				
Activity	Date	Board Participation	Budget Impact	Status
Define and develop one sector strategy	July 2013	Input	Possible	See Information Brief 4B

Discussion Brief

Measure 1B: Customize Local Targeted Occupations List (TOL)

Background

The Strategic Plan includes “Goal 2- Strengthen key business clusters by working with them to identify and solve workforce issues they face.” Strategy 1 for Goal 2 states “Understand Industry data from Business Services Unit and other sources to use in strategic planning purposes, including identifying industry trends, needs and potential solutions”. The purpose of this is to provide information on the progress regarding “**Measure # 1B –Customize Local Target Occupation List**”. The customized TOL was to have resulted in three categories of occupations listed in Figure 1 below. This customization can be used to determine how training funds are allocated to meet business needs.

This initial customization is from data provided by AWI which provides “Supply Gap and Overage” information. This is based on estimated numbers of job seekers and demand totals by occupation as determined by “Help Wanted On Line” (HWOL). Figure 1 lists the customization categories and the data driven criteria use to assign occupations.

Figure 1:	
Initial Customization	Created from AWI Supply Gap & Overage Labor Market Information
Immediate Employment	Supply Gap of 0 and below
Projected or Emerging Opportunities	Overage of 1 - 85
Limited Opportunity	Overage of 86 and above
Not Assigned	April 2011 Data Run did not include 2011-12 TOL – Revision forthcoming

A focus group of knowledgeable BW and Contractor staff have reviewed this initial customization and have proposed additional criteria or filters that can be used to refine the customized list. Those proposed filters are as follows:

FILTER #	FILTER ACTION	APPLICATION	IMPACT
1	EFM Job Ads	Number of EFM Job Advertisements listed adds to or reduces the Supply Gap or Overage score and changes the position of the occupation on the list.	Adding EFM to HWOL ads changes the supply or overage figure. For example, Registered Nurses move to the top of the list with a supply gap of 860. As a second example, Computer Programmers move from the projected to recover category of

			33 (overage) to Immediate Employment with a supply gap of 140. Yellow on Attachment A.
2	Bundle Similar Occupations	Occupation title selection is not a exact science and many occupations are actually similar. Bundling similar occupations will give a more realistic view of the need for certain occupations. Averaging the gaps and overages for bundled occupations would provide for some adjustments in the customized list.	Example: Office and Administrative Support Workers, Reception & Info. Clerks, Office Clerks, Executive Sec. & Admin. Assistants are similar. Scores averaged for the bundle of occupations would be an overage of 359 with EFM ads the final score would be 320. Purple on Attachment A.
3	Career Ladder Opportunity	There are some identified occupations that staff believes are good entry level career ladder opportunities. Such opportunities are important for Welfare Transition Customers and others with limited education, experience or other job barriers.	Examples: Nursing Aide, Orderlies & Attendants as well as Teacher Assistants. Red on Attachment A.

Discussion:

BWC members should discuss the following questions:

1. How do you feel about the additional filters proposed by the focus group?
2. Are there any additional filters that could be applied?
3. How comfortable are you with the intial customized list on Attachment A?
4. How well do you think the customization will serve our business customers and our job seeking customers?

Initial Customized Targeted Occupations List (9/12/2011)

ATTACHMENT A

IMMEDIATE EMPLOYMENT	• GROWING NOW
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Occupation	Supply Total	Demand Total Job Openings HWOL	Supply Gap or Overage	EFM Job Ads	TOL
Physical Therapist Assistants	4	87	-83	0	Y
Computer Software Engineers, Applications	49	124	-75	34	Y
Network and Computer Systems Administrators	67	107	-40	71	Y
Computer Specialists, All Other	110	149	-39	33	N
First-Line Supervisors of Retail Sales Workers	99	133	-34	0	Y
Loan Officers	21	45	-24	0	Y
Computer Systems Analysts	46	68	-22	29	Y
Registered Nurses	218	237	-19	841	Y
Database Administrators	15	25	-10	0	Y
Tellers	45	51	-6	0	Y
Network Systems and Data Communications Analysts	17	22	-5	0	Y
Wholesale and Retail Buyers, Except Farm Products	8	9	-1	21	N
PROJECTED TO RECOVER OR EMERGING OPPORTUNITIES	• RECOVERY WITHIN THE NEXT 2-3 YEARS • EXPECTED TO GROW				
Respiratory Therapists	4	3	1	0	Y
Elevator Installers and Repairers	2	0	2	0	N
Civil Engineering Technicians	6	2	4	0	N
Media and Communications Workers, All Other	4	0	4	0	N
Personal Care and Service Workers, All Other	10	6	4	0	N
Protective Service Workers, All Other	12	7	5	0	N
Payroll and Timekeeping Clerks	8	2	6	0	N
Biological Technicians	7	0	7	0	N
Surgical Technologists	14	7	7	0	Y
Emergency Management Specialists	8	0	8	0	N
Motorcycle Mechanics	10	2	8	0	N
Procurement Clerks	11	1	10	4	N
Word Processors and Typists	10	0	10	0	N
Compliance Officers, Exc. Safety, Agri, Constr & Transp.	15	4	11	12	Y
Healthcare Practitioners & Technical Workers, All Other	13	0	13	0	Y
Mechanical Engineering Technicians	15	2	13	0	N
Coating, Painting, and Spraying Machine Operators	16	2	14	0	N
Welding & Brazing Machine Setters, Operators & Tenders	14	0	14	0	N
Pharmacy Technicians	25	8	17	0	N
Telecommunications Line Installers and Repairers	19	2	17	0	N

Occupation	Supply Total	Demand Total Job Openings HWOL	Supply Gap or Overage	EFM Job Ads	TOL
Medical and Clinical Laboratory Technicians	20	2	18	0	Y
Veterinary Technologists and Technicians	23	5	18	0	N
Airfield Operations Specialists	21	0	21	0	N
Eligibility Interviewers, Government Programs	24	3	21	0	N
File Clerks	23	0	23	0	N
Dental Assistants	48	24	24	45	Y
Dental Hygienists	28	4	24	0	Y
Hairdressers, Hairstylists, and Cosmetologists	48	24	24	26	N
Radiologic Technologists and Technicians	27	3	24	4	Y
Telecommunications Equipment Installers and Repairers	32	8	24	11	N
Commercial and Industrial Designers	27	2	25	0	N
Industrial Production Managers	26	0	26	14	N
Recreation Workers	29	2	27	14	N
Audio and Video Equipment Technicians	28	0	28	3	Y
Electrical and Electronics Drafters	29	1	28	13	N
Teacher Assistants	30	2	28	0	N
Life, Physical, and Social Science Technicians, All Other	31	0	31	0	N
Transportation Inspectors	31	0	31	0	N
Graphic Designers	49	17	32	0	Y
Computer Programmers	49	16	33	173	Y
Financial Specialists, All Other	36	3	33	0	N
Sales Representatives, Wholesale & Mfg, Tech. & Sci. Pro	83	50	33	50	Y
Communications Equipment Operators, All Other	34	0	34	0	N
Employment, Recruitment, and Placement Specialists	42	8	34	0	Y
Helpers - Installation, Maintenance, and Repair Workers	37	1	36	0	N
Purchasing Managers	48	12	36	21	N
First-Line Superv. of Production and Operating Workers	56	18	38	0	Y
Multi-Media Artists and Animators	38	0	38	0	N
Avionics Technicians	41	2	39	7	N
Police and Sheriff's Patrol Officers	40	0	40	0	Y
Electro-Mechanical Technicians	42	0	42	14	N
Electronics Repairers, Commercial and Industrial Equip.	47	2	45	0	N
First-Line Superv. of Construction and Extraction Worker	55	6	49	0	Y
Correctional Officers and Jailers	50	0	50	0	Y
Drafters, All Other	50	0	50	0	N
Business Operations Specialists, All Other	71	19	52	0	Y
Emergency Medical Technicians and Paramedics	61	6	55	0	N
Fire Fighters	58	0	58	0	Y
Electrical and Electronic Engineering Technicians	95	36	59	20	N
Engineering Technicians, Except Drafters, All Other	62	0	62	0	N
Licensed Practical and Licensed Vocational Nurses	110	48	62	61	Y
Architectural and Civil Drafters	66	3	63	0	N
Electrical and Electronic Equipment Assemblers	83	20	63	13	N
Billing and Posting Clerks and Machine Operators	81	16	65	13	N

Occupation	Supply Total	Demand Total Job Openings HWOL	Supply Gap or Overage	EFM Job Ads	TOL
Paralegals and Legal Assistants	70	3	67	0	Y
Medical Records and Health Information Technicians	79	10	69	26	N
Production, Planning, and Expediting Clerks	78	9	69	0	N
Production Workers, All Other	70	0	70	0	N
First-Line Supervisor of Office and Admin. Support Workers	100	27	73	0	Y
Machinists	78	5	73	16	N
Heating, A.C., and Refrigeration Mechanics and Installer	95	14	81	19	Y
Sales Representatives, Services, All Other	152	67	85	33	N
<div style="display: flex; align-items: center;"> <div style="background-color: #f4a460; border-radius: 10px; padding: 5px; margin-right: 10px; text-align: center;"> LIMITED OPPORTUNITY </div> <div style="background-color: #ffe6d9; border-radius: 10px; padding: 5px; display: flex; align-items: center;"> • STATIC OR SHRINKING </div> </div>					
Helpers - Production Workers	89	3	86	0	N
Data Entry Keyers	91	4	87	17	N
Aircraft Mechanics and Service Technicians	101	13	88	22	N
Welders, Cutters, Solderers, and Brazers	108	6	102	4	Y
Child Care Workers	116	5	111	0	N
Medical Secretaries	138	27	111	16	Y
Shipping, Receiving, and Traffic Clerks	121	6	115	0	N
Secretaries, Except Legal, Medical, and Executive	129	7	122	9	N
Computer Support Specialists	178	53	125	21	Y
General and Operations Managers	163	29	134	57	Y
Truck Drivers, Heavy and Tractor-Trailer	207	69	138	62	Y
Detectives and Criminal Investigators	140	1	139	0	N
Laborers and Freight, Stock, and Material Movers, Hand	159	8	151	27	N
Janitors and Cleaners, Except Maids and Housekeeping	170	12	158	41	N
Construction Laborers	175	3	172	0	N
Healthcare Support Workers, All Other	179	5	174	4	N
Bookkeeping, Accounting, and Auditing Clerks	218	33	185	71	Y
Stock Clerks and Order Fillers	222	19	203	10	N
Carpenters	223	8	215	0	Y
Maintenance and Repair Workers, General	261	38	223	13	Y
Aerospace Engineering and Operations Technicians	255	0	255	25	Y
Medical Assistants	295	24	271	66	Y
Nursing Aides, Orderlies, and Attendants	301	28	273	92	Y
Office and Administrative Support Workers, All Other	299	1	298	0	N
Receptionists and Information Clerks	339	36	303	59	N
Cashiers	331	19	312	90	N
Managers, All Other	355	16	339	15	N
Office Clerks, General	388	20	368	28	N
Administrative Services Managers	394	4	390	16	Y
Executive Secretaries and Administrative Assistants	511	41	470	69	Y

Occupation	Supply Total	Demand Total Job Openings HWOL	Supply Gap or Overage	EFM Job Ads	TOL
Customer Service Representatives	988	97	891	145	Y

Occupation	Annual Growth Rate	Annual Openings
<div style="background-color: #4F81BD; color: white; padding: 5px; display: inline-block;">NOT ASSIGNED 2011-12 TOL</div> • NO SUPPLY GAP OR OVERAGE DATA		
Advertising Sales Agents*	1.87%	354
Aircraft Structure, Surfaces, and Systems Assemblers	N/A	19
Automotive Body and Related Repairers	N/A	10
Automotive Service Technicians and Mechanics*	1.24%	33
Brickmasons and Blockmasons*	3.05%	276
Bus and Truck Mechanics and Diesel Engine Specialists	N/A	56
Bus Drivers, School	N/A	10
Bus Drivers, Transit and Intercity	N/A	10
Captains, Mates, and Pilots of Water Vessels	2.82%	246
Cardiovascular Technologists and Technicians	2.57%	200
Cement Masons and Concrete Finishers*	2.46%	12
Chefs and Head Cooks	N/A	95
Claims Adjusters, Examiners, and Investigators*	1.24%	603
Commercial Pilots	2.76%	13
Compensation, Benefits, and Job Analysis Specialists*	2.93%	224
Computer, ATM, and Office Machine Repairers	N/A	33
Construction and Building Inspectors	2.03%	264
Construction Managers*	1.67%	16
Cost Estimators*	4.08%	29
Diagnostic Medical Sonographers	2.09%	167
Drywall and Ceiling Tile Installers*	3.22%	259
Electrical Power-Line Installers and Repairers	N/A	40
Electrical Repairers, Powerhouse, Substation, and Relay	N/A	26
Electricians*	0.23%	30
Farm, Ranch, and Other Agricultural Managers	N/A	16
Fiberglass Laminators and Fabricators	N/A	11
First-Line Superv. of Food Preparation & Serving Workers*	0.68%	17
First-Line Superv. of Housekeeping & Janitorial Workers	N/A	48
First-Line Superv. of Landscaping and Groundskeeping	2.07%	432
First-Line Superv. of Material-Moving Vehicle Operators	N/A	49
First-Line Superv. of Mechanics, Installers, and Repairers*	0.97%	22
First-Line Supervisors of Non-Retail Sales Workers*	1.09%	15
First-Line Supervisors of Personal Service Workers*	1.77%	623
Food Service Managers	1.21%	534
Glaziers*	2.73%	211
Home Entertainment Electronics Installers and Repairers	N/A	13
Human Resources Assistants, Exc. Payroll	0.47%	362
Industrial Machinery Mechanics	2.65%	430
Industrial Truck and Tractor Operators	N/A	27
Insurance Sales Agents*	1.06%	29
Interior Designers*	2.29%	210
Legal Secretaries*	1.79%	484
Loan Interviewers and Clerks*	1.38%	10
Massage Therapists	N/A	72
Medical Equipment Repairers	4.03%	203
Meeting and Convention Planners	2.71%	180
Mobile Heavy Equipment Mechanics, Except Engines*	2.71%	187
New Account Clerks	N/A	12
Operating Engineers/Construction Equipment Operators*	N/A	10
Painters, Construction and Maintenance*	1.44%	13

Pest Control Workers	N/A	16
Pipelayers*	2.65%	11
Plasterers and Stucco Masons	N/A	41
Plumbers, Pipefitters, and Steamfitters*	1.66%	26
Police, Fire, and Ambulance Dispatchers	2.01%	251
Preschool Teachers, Except Special Education	N/A	122
Printing Machine Operators	N/A	31
Private Detectives and Investigators	2.35%	169
Property, Real Estate & Community Association Managers	1.39%	603
Purchasing Agents, Except Farm Products & Trade	0.39%	27
Real Estate Brokers	1.74%	506
Real Estate Sales Agents*	1.37%	16
Roofers*	2.33%	447
Sailors and Marine Oilers*	2.10%	188
Sales Reps., Wholesale and Manufacturing, Other*	2.34%	63
Security and Fire Alarm Systems Installers	3.08%	348
Self-Enrichment Education Teachers*	2.19%	424
Sheet Metal Workers*	2.40%	264
Social and Human Service Assistants	1.75%	13
Surveying and Mapping Technicians*	2.70%	326
Tile and Marble Setters*	NR	NR
Vocational Education Teachers, Postsecondary	N/A	53
Water and Liquid Waste Treatment Plant Operators	N/A	19

Discussion Brief

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 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. While the number of businesses touched has also increased in all areas except construction, the data indicates that we have not seen the same dramatic increase in serving new businesses. This is most likely a direct effect of the economy and businesses that are not currently seeking employees.

Count of All Services Received

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

Count of Employers that Received a Service

Industry	PY 07-08			PY 08-09			PY 09-10			PY 10-11		
	Job Orders	All Other Services	Total	Job Orders	All other Services	Totals	Job Orders	All Other Services	Total	Job Orders	All Other Services	Total
Total All Industries	1,394	1,695	3,089	1,209	1,480	2,689	1,310	1,766	3,076	1,393	2,202	3,595
Construction	377	485	862	296	413	709	335	484	819	352	573	644
HealthCare	292	396	688	264	364	628	283	447	730	292	629	921
General	673	814	1,487	601	703	1,304	639	834	1,473	650	1,000	1,650
*Aerospace	63	84	147	46	69	115	48	85	133	65	101	166

*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.

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Strategy 1: Maintain Skilled Workers

Plan Pieces/ Deadlines	Action Steps	Budget Impact (includes in kind)	Status
<p>Maintain required skills and workforce levels required for shuttle operations through 2010.</p> <p>June 2010</p>	<ul style="list-style-type: none"> • Determine skill sets of workers within current Shuttle workforce and identify select skills/work functions for CEV/Constellation. • Provide training as needed and funded through Individual Training Accounts and Employed Worker Training Agreements. 	<p>(Completed under Space Florida Grant Funding)</p> <p>Aerospace Workforce Transition (AWT) Funding - \$990K Allocated for Training</p> <p>PY2009-10 \$1.2 Million</p> <p>Federal Earmark \$102K</p> <p>NEG Grant \$950K</p> <p>Space Florida (State) Funds \$2.880M</p>	<p>Task Completed through Aerospace Workforce Outlook Report Phase I & II.</p> <p>Contracted for Workforce Outlook Report Phase III to provide refresher study after several new developments that will affect the previous outcomes. Report completed and distributed to stakeholders 1/10.</p> <p>560 have completed training in FY 08/09. 865 completed for PY 09/10. 50 completed for \$238K Earmark. Under NEG 316 have completed. Total trained to date: 2,026. Currently 256 enrolled in program and attending or slated for educational training. 550 workers have been re-employed as of April 2011 (relying on self-reporting).</p> <p>All AWT workshops have been videotaped and uploaded to the AWT website for easy access and to eliminate time burden on staff.</p> <p>Currently have 6,427+ registrants on www.launchnewcareers.com (cross reference with EFM on 6/30 indicates 3,702 registrants) with <20 waiting 'first touch'. Daily registration has decreased to an average of 3.</p>

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	<ul style="list-style-type: none"> Message and communications plan developed and put into production/distribution that is geared to life long learning. 	<p>AWT Funding - \$135K – Communications Plan</p> <p>PY2009-10 \$80K</p> <p>NEG Grant \$70K</p>	<p>Communications & Outreach Campaign contractor has developed collateral which includes, newsletters (six distributed to date), brochures, signage, cable, radio, print media, etc. Live video chats with the AWT Team have also been held and broadcast thru the AWT website. AWT website includes a self-registration/engagement component directing participants to service engagement mechanisms, including on-line workshops, resources, etc.</p> <p>Concentrated outreach effort and collateral developed focusing on both workers and employers regarding common identifier in EFM for job/talent matching for NEG/OJT and other employment opportunities.</p> <p>Statewide WIB and EDO training sessions to outline NEG/OJT opportunities and benefits was hosted on 4/18/11. Additional Business Liaison training is being planned for our three surrounding regions.</p>
<p>Maintain workforce skills required for completion of ISS.</p> <p>Facilitate the transition of transportation, re-supply and logistics support of the station to</p>	<ul style="list-style-type: none"> Work with contractors to determine what new skill sets will be needed. Work with Aerospace community to determine sources for training to new skill sets. Work with Labor Unions to 	<p>AWT Funding - \$195K Allocated for Skills Assessment & Analysis</p> <p>PY2009-10 \$75K</p> <p>NEG Grant \$4.914M (for OJT's)</p>	<p>Completed the development of a prototype interactive website (www.coolspacecareers.com) to provide the aerospace workforce with information to help determine both professional requirements and opportunities that support career progression or transition. This website will be a direct link from the</p>

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<p>future commercial and International operational support.</p> <p>June 2010</p>	<p>determine best transition methods and resources.</p> <ul style="list-style-type: none"> • Provide training as needed and as funded through Individual Training Accounts & Employed Worker Training (EWT). 	<p>Earmark Grant \$450K (for AWE's)</p> <p>Space Florida (State) \$2.880M tied to Economic Development Projects/ Demand/TOL/Emerging Industry/Other LMI</p>	<p>Brevard Workforce Aerospace Transition program homepage. Currently working with site contractor to develop an interactive enhancement (Phase III) which will allow for matching of skill sets with job requirements. On hold – Selected as a BETA region by AWI to utilize a new skills matching tool – TORQ. Intensive training for staff completed in September. Program provides comparable applications as proposed Phase III upgrades as well the ability to compare over 35 KSA's of the workforce with other regions/states – great tool for helping employers identify talent. TORQ has enhanced applications for frontline users as well as the workforce capabilities comparisons for economic development support. BW staff received additional training on these upgrades in March '11.</p> <p>AWT Team Business Liaisons are working with regional employers, union representatives and industry organizations to identify emerging work functions, required skill sets and available/needed curriculum delivery resources.</p> <p>Business Liaisons actively marketing OJT opportunities with employers in targeted industries for dislocated aerospace workers under the NEG grant. BW Board approved criteria/guidelines for competitive funds award process in August. Funds will be awarded in several rounds. Current obligations represent:</p>
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		<ul style="list-style-type: none"> • \$1,227,933 • 78 companies • 240 positions • Average Wage: \$27 per hour • 94 NEG OJTs are under contract (candidates identified and placed), for \$507,336 as of 8/31/2011. <p>Initial implementation of AWE’s underway; represents 60 placements @ a max of \$7,500 each.</p> <p>Regional Innovation Grant (RIG) efforts are complete and Final Strategic Action Plan submitted to USDOL. This RIG included collaborative efforts aimed at determining recruitment focuses by the various EDO’s across the East Central Florida Region, methods for assessing skills of the workforce and mapping them to available opportunities across the region and developing training curriculum that match the opportunities</p> <p>Regional communications for stakeholders and responders are now hosted on www.floridastarnet.org, the regional repository of transition efforts, news and events.</p> <p>All efforts under the Economic Development Administration (EDA) Grant are complete and a Final Report has been submitted. Efforts under this grant included: several outreach components to workers, businesses</p>
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<p>and the community; development of an Asset Transfer Policy from government to private sector opportunities at KSC/CCAFS; development of a Space Advocacy Policy; assessments tools for identifying workers' skills; development of educational components such as the entrepreneurial training program delivered by FIT.</p>			
<p>Under our Space Act Agreement with NASA, KSC Center Director has authorized the continued use of office space at KSC Headquarters Bldg. and OSB I for on-site outreach and support for next year. AWT Team has served a total of 4,467 customers through 8/31/2011 in the KSC offices (HQ opened 2/16/09 and OSB I opened 09/01/10). Closed KSC Hdqtrs. transition office the end of August. Staff reallocated to Rockledge/Titusville in order to serve the thousands recently dislocated. OSB I currently slated for closing end of calendar year.</p> <p>An AWT staff member has been solely dedicated to providing resume writing, interviewing skills, federal job application process and "coping with change/transition" type workshops for workers in a group setting on a continuous basis. Currently impossible to handle the demand for these services on a one/one basis due to massive influx of registrants/requests. Delivered 124 workshops with 2,968 participants for PY 09-</p>	<p>AWT Funding - \$375K Workforce Support Services PY2090-10 \$422K total made up of: \$310K in State Funds \$112K Fed'1 Earmark Grant NEG Grant \$857K</p>	<ul style="list-style-type: none"> • Determine workers not absorbed into ISS operations. • Research new work opportunities for the workforce. • Analysis of skills crosswalks. • Utilize economic development groups & labor market info to transition workers • Pilot first E3 agreements 	<p>Ensure resources are available to provide assistance and support services for workers, where required</p> <p>June 2009</p>

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		<p>10. PY 10-11 held 249 workshops with 1,535 attendees. Since 7/1/11, 70 workshops have been held, with total of 347 participants. PY 10-11 held 49 RIF presentations (including on-site support during USA's 4/8/11 out-processing of over 500) with 3,284 attendees. Since 7/1/11, there have been 3 RIF presentations with 66 attendees.</p> <p>Career Progression Specialist (CPS) currently working one-on-one with 86 workers and has released 138 workers. Request for one additional CPS included in the NEG modification to handle increased need.</p> <p>Served over 3,161 aerospace workers to date on the Brevard Workforce Express on-site at KSC. NASA has approved KSC on-site activities on a routine basis.</p>
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Strategy 2: Organize and Focus Aerospace Career Development Council

Plan Pieces/ Deadlines	Action Steps	Budget Impact (includes In kind)	Status
Advocate for Aerospace legislative and financial issues Thru May 2009	<ul style="list-style-type: none"> • Determine aerospace legislative agenda • Advocate for aerospace legislative issues • Seek financial resources through state and federal avenues 	<p>AWT Funding Approved at \$1.85M for FY 09/10</p>	<p>BWDB has contracted with Embry Riddle Aeronautical University to provide an Advocacy for Space Plan to address budgetary and legislative issues at the regional, state and national level under the recently awarded EDA grant. Final plan received and will be included in the Final Report to EDA.</p>

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		<p>Federal Earmark \$238K</p> <p>NEG Grant \$15M (\$7.8M year one)</p> <p>Earmark Grant \$1M</p>	<p>Submitted FY 10/11 Implementation Plan and budget request of \$3.2M to WFI for inclusion in the Governor's budget. This effort includes statewide support. \$3.2M request has been included in the recently released Governor's budget. Funds appropriated to flow thru Space Florida. WFI/SF has created an Ad Hoc Committee to determine spending protocol and program scope. Ad Hoc met and approved funding allocation plan on 10/22. Contract with Space Florida has been executed. Initial detailed plan/scope has been approved by Space Florida/Workforce Florida. First quarter report has also been approved and payment received. Second quarter report has been delivered. \$260,840 has been committed for training (OJTs and EWTs) and placement services to date with 4 companies.</p> <p>In addition, \$67,500 has been obligated for Drupal Training, anticipated to result in 15 AWEs.</p> <p>We have obligated \$13,570 for job-seeker driven training (ITAs).</p> <p>158+ job seekers have been re-employed.</p> <p>Total obligated to date: \$341,910</p> <p>\$238K Federal Earmark (PY09) allocation proposal for AWT program services has been approved by USDOL/ETA and submitted for funds release. Contract signed and funds were released on March 16th. All funds have been expended and all performance measures met under this grant.</p>
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		<p>Received notification in January of a \$1M Federal Earmark (PY 10) allocation for AWT program services. Earmark grantee training completed in late April. Proposal submitted to USDOL for processing the first of July. Scope of work to include Peer Counselors and Adult Work Experiences. Notification of proposal acceptance received from USDOL in mid-November. Peer Counselors have been hired, trained and actively engaging workers. Community Resource Coordinator has implemented several MOU's with community partners to provide support services/workshops and has developed a calendar of offerings (i.e.; financial planning, mortgage/real estate info., healthcare options, mental health counseling, etc.). AWE work flow process has been implemented and 6 workers placed as of 8/15/11. Approval of grant modification performance period extension to 3/31/12 has been authorized by DOL. Mod also allows for AWE's in entrepreneurial activities.</p> <p>White House announced plans to provide \$40M for job creation, and economic development efforts. \$35M dedicated to competitive grant awards to create jobs and advance industry clusters in Florida's Space Coast Region. BW provided several Letters of Support for partners submitting proposals. Stakeholder concern that recent changes in Congress and budget shortfalls for NASA in PY 2012 may jeopardize this initiative. This initiative did not receive Congressional funding. Stakeholders report that delegation members from NASA Center districts</p>
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		<p>are rallying for funding support in next year's budget. EDA reports that proposal should be revised and submitted to the appropriate agency for grant consideration.</p> <p>BW awarded a National Emergency Grant (NEG) by USDOL. Highlights include:</p> <ul style="list-style-type: none"> • Amount: \$15,000,000 (\$7.8M for year one) • Planned Participants: 3,200 • Enrolled in Training: 1,650 • Entering Employment @ Exit: 1,500 • \$7.5M dedicated to training/support svcs. • Staffing levels significantly increased to meet capacity demands. • Workshops, counseling services and community resources will all be a part of the NEG efforts. <p>Grant modification to include additional frontline resources, entrepreneurial/faith based activities, and a one-year performance period extension was submitted. <i>DOL denied the modification request, stating it was too soon to request an extension and additional funds. Currently revising for submittal with planned scope of work, original performance period and budget.</i></p> <p>At the conclusion of 2011 Legislative Session, Florida's space industry received over \$43M (Space Florida initiatives, infrastructure improvements, tax/R&D credits). No follow-on funding for the AWT Program appropriated. ACDC met in August to begin development of PY</p>
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		<p>12/13 Legislative Agenda and budget requests. BW request includes \$2.25M for program continuation. Request will be for inclusion in AWI's budget to the Governor (funding from General Revenue or Penalties & Interest). BW Management, in consultation with stakeholders, have determined not to pursue a definite funds request this PY, but for overarching support of the program.</p>
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Information Brief

Small Business Partnerships – BizLaunch

Background:

On July 20, 2011, Brevard Workforce, BW, kicked off BizLaunch, a job-club like gathering specifically aimed at entrepreneurs and small business startups with a day-long event called the Entrepreneur Experience. The session was meant to introduce participants to what they could expect from weekly two hour meetings. The program consisted of a keynote speaker, Trox Austell, who has started eight businesses; an introduction to curriculum provided by The Heartland Institute; a panel of small business support organizations; and a panel of entrepreneurs.

During the program, participants gave vital insight into what curriculum they are looking for to help them with their progression. With this information BW has created and solidified curriculum through the end of September, including four sessions presented by the Women's Business Center at FIT. (See Attachment B) Sessions will cover: using personal strengths to create a viable business model, an introduction to "The Guided Business Plan", social media marketing, and a success story from a Women's Business Center client. The following month's curriculum is being created from BizLaunch participant feedback and will be ready to distribute to participants by the end of September. The turn out for BizLaunch has exceeded expectations. Initial projections suggested that there would be a class of about 15 individuals weekly. While attendance fluctuates, BizLaunch has had anywhere from 23-28 attendees weekly.

For the month of October, the lineup includes:

- Week 1: **Tom Dankowski**, a current **BizLaunch** attendee who has several startups going. He will address the "burning passion needed to step out and begin" as well as the mindset for "facing the fear." Tom is involved in overseas markets and travel, and has a history of 20+ years at KSC. He is determined to now "own his Intellectual Property.
- Week 2: Still awaiting confirmation
- Week 3: **Linda Fowler**, Linda Fowler is Founder and President of Regionerate, a nationwide consulting service dedicated to regional

collaboration and innovation, civic networking, technology acceleration and economic development. She is currently consulting with many regions across the country on establishing networks to address workforce development, economic development, education transformation, **and entrepreneurship opportunities**. Over the last few months, Linda has directed a Commerce Department pilot to support the market diversification efforts of small manufacturers in NE Ohio and the Milwaukee 7 region. Regionerate partnered with Economic Modeling Specialists, Inc. (EMSI) and the Institute for Open Networks to conduct a comprehensive analysis of occupational competencies for high growth industries and high demand occupations in the region.

Week 4: **Pete Kaiser**, President and Founder of the Kaiser Group will provide insight into his journey into the business of training which began during his tenure in the Air Force. His unique leadership style is based on Abraham Maslow's book Eupsychian which he will address in his presentation. With a nationwide workforce, his 30 years as an entrepreneur will provide inspiration and encouragement intertwined with practical advice for aspiring entrepreneurs.



The Entrepreneur Experience

July 20, 2011. Brevard Workforce Rockledge. 295 Barnes Blvd

9:30AM

BizLaunch

Facilitated by Donna Thrash, Career Progression Specialist, Brevard Workforce

Welcome and Introduction

Lisa Rice, President, Brevard Workforce

Entrepreneur Keynote

Trox Austell, CEO, New Horizons Training Center

Introduction to Heartland Institute

Brent Hines, Instructor, Heartland Institute of Financial Education

Networking and Lunch

Lunch Sponsored By: Trox Austell of New Horizons Training Center

1:30PM

Brevard Workforce's Small Business Partnerships Initiative

Erica Lemp, Program Planning Officer, Brevard Workforce

Small Business Support Organizations Panel

Donn Miller-Kermani, Women's Business Center at FIT

Rob Pickett, SBDC at Brevard Community College

Julie Song, Florida's MEP, BSBAC, and Founders' Forum

Larry Smith, SCORE

Entrepreneur Panel

Moderated by: Dale Ketcham, Spaceport Research and Technology Institute

Carol Craig, Craig Technologies

Debbie Featherston, Workplace Partners, LLC.

David Firment, Nana's Old Fashioned Lemonade

LJ Grainger, Island Breakers Billiards Sports Bar

Loretta Kish, Sea-Watch Technologies

Next Steps

Donna Thrash, Career Progression Specialist, Brevard Workforce

Information Brief

Measure 4B: Define & Develop One Sector Strategy

Background

The Brevard Workforce Strategic Plan includes “Goal 2- Strengthen key business clusters by working to identify and solve workforce issues that businesses face”. Measure 4 B is to “define & develop one Sector Strategy”. The purpose of this brief is to provide an update on the approved Advanced Manufacturing & Technology Sector Strategy establishing the Alternative/Clean Energy as a focus. The plan established to date calls for the following phases:

Phase I – Establish Core Sector Leadership Team:
<ul style="list-style-type: none"> ▪ Engage the Space Coast Energy Consortium as the “platform” to launch the “sector leadership team”. ▪ Engage industry leaders – local, regional and state levels to join and establish roles. ▪ Have industry leaders develop industry leadership team, core principles and sector framework. ▪ Gather baseline labor market data and analysis for industry leader discussion and goal setting. ▪ Identify opportunities and barriers that either facilitate or hinder an industry’s ability to be competitive. ▪ Engage public partners (i.e. economic development, education and state level counterparts).
Phase II – Planning the Sector Strategy:
<ul style="list-style-type: none"> ▪ Develop action steps based upon the core principles and sector framework. ▪ Bring best practices from around the nation to the attention of the industry leadership team. ▪ Determine funding needs and potential sources of funding for sector strategy planning and implementation. ▪ Leadership team makes data driven decisions on sector strategy items.
Phase III – Sector Strategy Roll Out
<ul style="list-style-type: none"> ▪ Regional promotion of the sector strategy. ▪ Develop strong collaborative relationships efforts across agencies and service areas. ▪ Reduce turf barriers. ▪ Align resources of industry, public partners, economic development and other stakeholders. ▪ Promotion of sector strategy to show measurable outcomes and use as economic development. ▪ Develop and implement evaluation – show the success.

To date efforts to develop the sector strategy have involved engaging the various potential partners of the leadership team and assisting with various activities which support the development of the cluster and the sector strategy as detailed in Phase I. The following is a brief summary of related activities:

- **Jobs & Innovation Accelerator Challenge Grant:** Although BW has not been formally notified, it appears that BW in partnership with Space Florida (SF) and Technological Research Development Authority (TRDA) are in line to receive up to \$2.2 Million in funding. The formal notice will include the exact funding amount. This was a combined grant using funding from the Economic Development Administration (EDA), USDOL Employment and Training Administration (ETA) and the Small Business Administration (SBA) and will focus on the Clean Energy cluster and jobs. The ETA portion of the grant was for a maximum of \$1 Million and was designed to provide education, training and job placement assistance based on employer needs and participant assessment results. This would provide for aerospace and other industry workers to transition to clean energy occupations for which employers are currently hiring foreign workers through the H-1B visa program. This and other facets of the grant are in support of the sector strategy. Additional information about this grant will be shared as it becomes available in the formal announcement.
- **Roundtable on Building Regional Clusters :** In August, BW hosted a workshop titled “Building Central Florida’s Regional Innovation Clusters”. The workshop brought together regional leaders to brainstorm business opportunities that participants hope could generate growth and jobs in Central Florida. Ed Morrison and Linda Fowler of “Regionerate”(Bethesda, MD) facilitated a conversation aimed at constructing the region’s new narrative centering on five industry sectors identified to offer the best potential for job growth: clean energy, defense, life sciences, information technology and aerospace. Participants were urged towards the creation of clusters of local business, academic and public sector leaders who can identify and act on opportunities within those sectors. By forming a cluster, companies previously unknown to each other could discover potential for partnerships or advocate for policies supporting innovation and jobs. During the workshop, participants gained insights into Central Florida’s clusters, assessed the region’s readiness for a cluster strategy, learned how to activate a regional innovation cluster, and discovered how other regions are developing successful clusters. Participants were broken down into large groups to discuss opportunities for each industry sector. The energy group sees opportunity in making homes more efficient. Defense technology could crossover to keep healthcare records and networks secure. Aerospace opportunities included the manufacturing and launch of small satellites, the testing of unmanned vehicles, and Space Florida’s planned management of the International Space Station’s National Lab which could draw in the life sciences and biotech industries as well. There will be a follow up meeting in October to prioritize three to five top growth opportunities in advance of a November Summit which will establish teams and action plans.

Information Brief

Incumbent Worker Training Grant

Background

The Florida [Incumbent Worker Training Program](#) (IWT) provides grant funding for customized training for existing for-profit businesses. Through this customer-driven program, Florida is able to effectively retain and keep businesses competitive through training that upgrades the skills of existing full-time employees. Workforce Florida, Inc. administers the program; however, Brevard Workforce (BW) Business Service staff, are instrumental in guiding businesses through the process. Businesses applying for the Florida IWT's must be in operation for one year prior to the application date, have at least, one full time employee, demonstrate financial viability and be current on all state tax obligations. Funding priority is given to businesses with 25 or fewer employees, located in distressed Rural, Urban Inner-City Areas or Enterprise Zones in qualified targeted industries. Priority is also given to grant proposals that represent a significant layoff avoidance strategy and an upgrade in employee skills.

BW guides companies to the IWT program and tracks the notifications provided by the Workforce Florida, Inc. The progress is contained in the following chart:

Program Year	# of Grants Awarded	IWT Grant Awarded	Employer Contribution (w/wages)	Total	Number of Approved Jobs
2008-2009	10	\$178,890.00	\$738,780.00	\$917,670.00	391
2009-2010	6	\$113,733.00	\$232,489.00	\$346,222.00	244
2010-2011	13	\$307,930.00	\$1,215,736.00	1,523,666.00	363
2011-2012*	5	\$79,813.00	\$1,489,866.00	\$1,552,497.00	83

*1st Quarter Only for 2011-12

A summary of the grant awards received in the last quarter is as follows:

Date Received: July 29, 2011	
Company Profile: Falcon Marine, LLD , located in Cape Canaveral, is one of centers for product development and manufacturing in high end composites. Created in 2008, Falcon Marine brings together the talents and 16+ years of experience in developing both products and customized state of the art manufacturing processes.	
Description	Data
IWT Assistance:	\$11,063.00
Employer Contribution:	\$12,064.00
Total Contribution:	\$23,126.00
Individuals to be trained:	6
BW provided assistance:	No
Approved Training Courses:	GSA, Market & Schedule Training

Date Received: July 29, 2011

Company Profile: [ExecuSys, Inc.](#) is located in Melbourne, is a software engineering and information technology services company specializing in advanced Internet-based solutions and systems in accordance with SEI and ISO standards. Customers include United States Air Force, NASA and Fortune 500 companies since 1993. Current products include: **GCTS** - GovContractor Timekeeping System is an Internet-based timekeeping and labor tracking system for government contractors. GCTS complies with the Defense Contract Audit Agency (DCAA) and Federal Acquisition Regulations (FAR) Labor Tracking and Cost Reporting Requirements. **PERFORM** is Web-based performance management system for government contractors. The program uses metrics management engine and color coded performance status indicators to create customized business process scorecards to address government performance requirements. This provides the contractor with a score-carding toolset to map and manage the program performance requirements to Statement of Objectives (SOO), Quality Assurance Surveillance Plan (QASP), Award Fee Plan and Performance Work Statements (PWS)).

Description	Data
IWT Assistance:	\$12,500.00
Employer Contribution:	\$60,173.00
Total Contribution:	\$72,673.00
Individuals to be trained:	10
BW provided assistance:	YES
Approved Training Courses:	Intro to CMMI 1.3; CMMI Measurement Workshop; SCAMPI Appraisal Team Training.

Date Received: August 16, 2011

Company Profile: [Matrix Composites, Inc](#) is provider to the aviation, military, space and commercial industries with particular emphasis on critical structures fabricated with polymeric composites. The Company applies superior design, analysis, prototyping, development, and manufacturing capabilities to produce vital high performance composite structures. This company provides a full range of composite manufacturing services to include: Manufacturing, Composite Design and Engineering; Materials Testing; Prototyping and Process Development; Tool Design and Fabrication.

Description	Data
IWT Assistance:	\$6,385.00
Employer Contribution:	\$45,273.00
Total Contribution:	\$51,657.00
Individuals to be trained:	43
BW provided assistance:	YES
Approved Training Courses:	Intro. Elec. Trade; Elec. Theory; Intro NEC & Blueprints; CATIA V5 Adv. Surfacing; AS9100 Rev C Mgmt. Team, Internal Auditor, Documentation; Proj. Mgmt. Fund & Applications; Internal Auditing Basics; Intro Measurement & Calibration; SPC Basics; Read & Interp. Engr. Drawings.

Date Received: August 24, 2011

Company Profile: [Craig Technologies, Inc](#) is a federally certified 8(a), service-disabled veteran-owned, woman-owned business. The company specializes in systems engineering, project management, infrastructure installation, software design and engineering, research and development, modeling and simulation, training and many other custom technical services. Craig Technologies is headquartered in Cape Canaveral. In January 2010, Craig Technologies was certified as an International Standards Organization (ISO) 9001:2008 company.

Description	Data
IWT Assistance:	\$32,685.00
Employer Contribution:	\$1,276,493.00
Total Contribution:	\$1,309,178.00
Individuals to be trained:	15
BW provided assistance:	YES
Approved Training Courses:	ISO 9001:2008 QMS to AS9100; ITAR Implementation & Training; Feature CAM Training

Date Received: September, 19 2011

Company Profile: [Sena-Tech. LLC](#) is located in Indian Harbour Beach, and lists itself as a “one-stop electrical, low-voltage and security shop” and specializes in: Security cameras (CCTV) installation and maintenance; Electrical and electrical service repair; Structured Cabling; Audio/Video; Voice and Data; Access Control; Project Management and System Design and Consulting. The company has served Brevard County since 2006 and is an authorized distributor and installer of Panasonic, Molex, OnQ, Video-Insight, Speco, Honeywell, Square D and Boston Acoustic.

Description	Data
IWT Assistance:	\$17,180.00
Employer Contribution:	\$95,863.00
Total Contribution:	\$113,043.00
Individuals to be trained:	9
BW provided assistance:	YES
Approved Training Courses:	Photovoltaic Technical Sales & Bus. Operations; Installing Photovoltaic Systems, FASA/BASA; Solar Photovoltaic Boot Camp; Business Skills for Solar Power; QuickBook Fundamentals; HVAC Tech; Solar Power Pro; Wind Energy Pro; Principles of Green Building; Pay Per Click Marketing; Bundle (Structured Cabling Systems, Media Selection, Bonding/Grounding, ITS Network Design, Proj. Mgmt)

BUSINESS WORKFORCE COMMITTEE (BWC)

ATTENDANCE RECORD

PY 2011-2012	JULY	OCT	JAN	APR
Cobb, Ron	A			
Compton, Terry	A			
Coxwell, Dale	P			
Hauer, George	P			
O'Connell, Al	A			
Proctor, D. Travis	P			
Rupp, Colleen	P			
Senti, Mark	P			
Yandell, Tim	P			
Young, Denise	P			