



CareerSource Okaloosa Walton
Business Competitiveness Council

March 12, 2020 * 9:00 a.m.

409 Racetrack Rd NE, Fort Walton Beach

Dr. Jack Azzaretto	Wyndy Crozier	Shelby DeSoto
Nathan Sparks	Mendy Owens	Dee Setzer
Roger Phipps	Cindy Gates	Michelle Crocker
Caralee Gibson	Al Smith	
CSOW Staff: Michele Burns	Kelly Jordan	Brad Balfanz
Gabriela Leysath		

Dr. Jack Azzaretto called the meeting to order at 9:00 a.m.

The minutes from the January 9th, 2020 meeting were reviewed. Dr. Jack Azzaretto requested a motion to approve the minutes. Nathan Sparks made the motion and seconded by Al Smith; all in favor. The motion passed unanimously.

Will Miles presented the action item for the BCC Approval. Approval of the Training Provider Program Application ; CNC Machining Apprenticeship Program at Northwest Florida State College. Staff has reviewed the program submitted and it meets all requirements. The students will have a National Credential at the end of the program. This is a new program and they can finish with 12 credits.

The program is cross-walked to an occupation listed on the Regional Demand Occupations List (RDOL) and meet all other requirements to be added to the ETPL.

Dr. Azzaretto asked for a motion to approve adding the CNC Machining Apprenticeship Program offered by the NWFSC to the ETPL for PY 2019 – 2020.

Wyndy Crozier made the motion and seconded by Caralee Gibson. The motion was passed. Shelby DeSoto abstained.

Kelly Jordan discussed a Marketing Strategy Plan for CareerSource Okaloosa Walton and thanked Roger Phipps for his assistance with the plan. The three main goals that the Business Competitiveness Committee discussed were:

1. **Thought Leadership:** Communicate the CareerSource vision to enhance thought leadership, strategies, and policies that strengthen excellence to businesses, job seekers, and workers in Okaloosa and Walton Counties.
2. **Brand Awareness:** Leverage strategic partnerships to cultivate local and regional capacity building that increases economic opportunity.
3. **Customer Engagement:** Emphasize data-driven decisions to keep Okaloosa Walton workforce system accountable by encouraging performance achievement and boosting talent pipeline alignment.

Kelly Jordan presented the Marketing Strategy plan and again thanked Roger Phipps for his assistance.

Gaby Leysath presented our value to our local businesses and how we provide and help create a talent pipeline. We have industry account managers that stay current within their industry sectors.

We have networks and can provide connections to our partners.

Right now we have a little over 700 individuals looking for jobs. 250 have found employment and 103 are currently in training.

Employ Florida (EF) continues to be a barrier to those employees that just go straight to the site instead of coming into the center first. EF is time consuming and requires a lot of information. Some folks are reluctant to give all of this time and information. We are hopeful the changes in June or July will help.

The group had an in-depth discussion on this topic and the suggestion was made to invite someone here from Geographic Solutions for us to speak with. The BCC might need to create a sub-committee to address these issues. The BCC feels like we have enough presence and commitment to the local workforce to have a voice.

Updates:

Nathan Sparks from the Okaloosa EDC thanked the CS team for all of the labor information. The surveys are still being conducted and most companies speak of the talent issue as their main concern. These have been very meaty conversations and take up to an hour. Two of our legislators are proposed legislation that would extend our mission line for 10 years and we all know how important this is to our area. Nathan also passed out the EDC's annual report.

Wyndy Crozier from ECTC reported that they are approved for the Triumph fast track grant. They have Electrical and HVAC that were two of the trades that qualified in our area. Each student that receives a certification will earn the College \$4500.00. They can also qualify for \$20,000 in marketing and recruitment. CareerSource will help with soft skills training.

Mendy Owens for OTC said that they are also working on the fast track grant and Kelly Hayes will have more information at the next meeting. One of their Welding Instructors received an educator of the year award.

Cindy Gates from Okaloosa County Schools said that they also are in line to receive a fast track grant for Triumph. They are also working on an additional 5 other grants. Coding will be offered in all elementary schools and middle schools will offer stem courses. The carpentry program has been so successful at Pryor Middle school that it will continue over at Choctaw.

Roger Phipps from Omnicommander said that they have three new product lines and celebrated three years in business. They have also been awarded three Diamond Awards that go to top web design companies.

Shelby DeSoto from Northwest Florida State College said that they are holding a Career Day on April 17th and information is on their website to sign up.

Bard Balfanz provided YTD training outcomes. We have 103 participants currently in training.

Al Smith reported that the Panhandle Job Fair is tomorrow March 13th.

Kelly Jordan reported that Gaby Leysath is leaving CareerSource after 8 years to take a Civil Service Job at Egin. We wish her the best, but she will really be missed.

Dr. Azzaretto adjourned the meeting at 10:30 a.m.