

WORKFORCE CONNECTION
HEALTHCARE SERVICES COMMITTEE MEETING

MINUTES

DATE: May 21, 2010
PLACE: Enterprise Center, Ocala, FL
TIME: 12:00 pm

MEMBERS PRESENT

Darlene Goddard, Consultant
Debbie Jenkins, CTAE
Mark Paugh, CF
Mike Jordan, Marion Co Children's Alliance
Theresa Flick, Key Training Center

MEMBERS ABSENT

Pam Michell, MRMC
Darlene Rippel, Strive Rehab
Sarah Stroh, Marion Co Sr Services
Richard Van Gulik, CCSB
Roy Hoxworth, Hospice of Marion Co
William D'Aiuto, DC&F

OTHER ATTENDEES

Kathleen Woodring, Workforce
Margaret Spontak, Workforce
Val Hinson, Workforce
Stacy Bell, Workforce
Roetta Coller, Workforce
Robyne Fraize, Workforce
Gail Buzzard, WWDA
Phil Scarpelli, DC&F
Gail McPadden, CTAE

CALL TO ORDER

The meeting was called to order by Darlene Goddard, Acting Chair.

ROLL CALL

The roll was called by Val Hinson and a quorum declared present.

APPROVAL OF MINUTES

Mark Paugh made a motion to approve the minutes from the 2-10-10 meeting. Seconded by Debbie Jenkins. Motion Carried.

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INTRODUCTIONS

New Staff members Robyne Fraize and Roetta Collier were introduced.

COMMITTEE WORK

Update on Healthcare IT – Citrus and Marion Counties:

Stacy Bell updated members on the Healthcare IT Grant. The goal was to train 342 in this program; that goal was exceeded. Currently three doctors offices are enrolled for training in Electronic Healthcare Records (EHR) for a total of 19 employees.

Update on WFI Healthcare Grant:

Stacy updated members on the WFI Healthcare Grant. There are 4 components to the grant (Bridge, RN to GN Model, Silver CNA and Coding Certification). Three of the components are progressing successfully. Members were advised that Munroe Regional Medical Center was going to provide the training for coding certification, but were unable to accommodate.

Members were asked for input on best approach to obtain this Coder training; most hospitals want experience and knowledge already. How would the grant funds be best used? Gail McPadden (CTAE) suggested providing scholarships for Workforce graduates or other low income graduates in the coding program to get their certification. Staff will follow up on how many individuals would meet the qualifications and be good candidates for the certifications.

Stacy passed around testimonials for review.

Career Launch 2010:

Roetta Collier briefed members on Career Launch 2010. The project goal is to develop a comprehensive employability strategy to equip Workforce ITA recipients, dislocated workers and other graduates with the cutting edge career skills and tools to improve their marketability in the current job market.

Instead of general job fairs, Workforce is scheduling four talent marketplace events over the next six months focusing on specific industry sectors. The events will be preceded by no cost employability skills training and resume clinics in collaboration with Monster and CFCC.

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Talent portfolios have been developed which include industry overview, talent pool, mini resumes and Workforce services. The portfolios will be mailed to local and out-of-state employers.

Know Your Industry Web Content:

Margaret advised in order to better assist job candidates in their job search, Workforce is going to expand the Job Candidate section of the website to include a "Know Your Industry" section. Some of the recommended items include: Fastest Growing Industries; Top Companies; Wage Information; Educational Requirements. This information was pulled from EMSI, the county EDCs, and other frequently used sources. Margaret requested the committee provide feedback and recommend information that would be helpful in developing more informed and qualified candidates and make the site more user-friendly.

Mike Jordan mentioned the information was not consistent for all counties and/or incorrect. This information is in the process of being updated. Darlene Goddard suggested including information on background checks.

OJT/Work Experience Opportunities:

Kathleen Woodring briefed members on On-theJob (OJT)/Work Experience opportunities and statewide national emergency grant funds for OJT; additional funds were received and more is expected to train dislocated workers or low income adults. Members were briefed on the incentives available through this program and advised that employers must hire the candidates after completion of training. A meeting will be held with education partners to formulate a plan.

Deepwater Horizon:

Carol briefed members on Deepwater Horizon Oil Spill. Efforts are underway in Florida's Panhandle to recruit workers that might be needed for response plans in that region. Workforce Connection has offered to provide the same recruitment services in Citrus and Levy Counties, as needed. Workers being recruited by the panhandle-based regional workforce board are listed in EmployFlorida under Advanced Employment Solutions. HAZWOPER and TWIC certifications are desired.

STATUS REPORTS/DISCUSSION

Members were briefed on items listed below:

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- 1) Employment Trends – see attached for details.
- 2) Economic Development Partners Update (Three Counties) – see attached for details.
- 3) Board Member Contracts
- 4) Unemployment Data – April 2010

INFORMATION ITEMS

Members were given information on the following:

- 1) Help Wanted Online
- 2) Workforce Intelligence Report (April 2010)
- 3) Training Report by Targeted Occupation (April 2010)

MATTERS FROM THE FLOOR

None.

ADJOURNMENT

There being no further business, the meeting was adjourned.

APPROVED:

Top 10 Hiring Trends for 2010

December, 2009, Careerbuilder.com surveyed 2,700 hiring managers and human resource professionals nationwide across industries and compiled the top ten hiring trends for 2010:

1. **Replacing Lower-Performing Employees.** Thirty seven percent of employers say they plan to replace lower-performing employees with higher-performers in 2010.
2. **Emphasis on Social Media to Strengthen Brand.** Close to four in ten employers (37%) plan to put a greater emphasis on social media in 2010 to create a more positive brand for their organization. One in five employers plan to add social media responsibilities to a current employee, while 8 percent **plan to hire someone new to focus or partially focus on social media.** (our emphasis)
3. **Rehiring Laid-off Workers.** Among those who had lay-offs in 2009, thirty-two percent of employers now say they plan to bring back workers with three-in-ten either doing it now or plan to do so in the first six months of 2010.
4. **Flexible Work Arrangements.** Thirty-five percent of employers say they plan to provide more flexible work arrangements in 2010.
5. **Cutting Perks and Benefits.** Thirty-seven percent of employers say they will cut perks and benefits in 2010, including bonuses, medical coverage, suspended 401k matching and free coffee.
6. **Rehiring Retirees and Postponing Retirement.** Twenty seven percent say they are open to retaining their workers who are approaching retirement. Sixteen percent say they are likely to rehire retirees from other companies in 2010.
7. **Freelance or Contract Hiring.** Thirty percent of employers anticipate hiring freelancers or contractors in 2010, up slightly from 28 percent in 2009. Six percent expect to employ more freelance workers or contractors than last year, while 15 percent expect to hire the same amount and 10 percent plan to hire fewer.
8. **Green Jobs.** Eleven percent of employers say they plan to add "green jobs" in 2010, the same amount who said they added them in 2009.
9. **Bilingual Recruitment.** Nearly four-in-ten employers (39%) said they plan to hire bilingual candidates in 2010 and half said that if they had two equally qualified candidates, they would be more inclined to hire the bilingual candidate.
10. **Business Travel.** Forty-three percent of employers say that in their organizations there will be less business travel in 2010 than in 2009.

The same survey found that the hiring outlook is improving, if only slightly: 20 percent said they planned to add staff next year, up from 14 percent last year, and only 9 percent said they planned to reduce staff, down from 16 percent.

Three-County Economic Development Update

Citrus County Economic Partner Update

The Citrus County Chamber and the Citrus Economic Development Council (EDC) have forged a stronger partnership with the restructuring and sharing of staff and resources. Aggressive business outreach is occurring both with existing businesses and business prospects. The EDC recently joined the Tampa Bay Partnership, a seven county coalition based out of the bay area. This alliance provides the EDC access to new business leads, economic research, marketing and other valuable support services. Workforce is partnering with the EDC and the Tampa Bay Partnership in a cluster industry study.

The Citrus partners, consisting of the Economic Development Council, Citrus County Chamber of Commerce, Workforce Connection, Central Florida Community College (CFCC), SCORE, and the Small Business Development Center, came together and organized an outstanding Economic Summit. Prospective, current and expanding businesses were all invited to attend. The keynote speaker was Jerry Ross, Executive Director of the Disney Entrepreneurial Center, along with many local speakers from marketing, training, planning and financing. The Lecanto Marching Band fired up the audience with their surprise visit. The response was overwhelming with over 228 in attendance, many of which who are small business owners. The comment cards from attendees where 100% positive. The partners are committed to following up with mini workshops beginning in June.

Workforce is partnering with area businesses to attend the upcoming Talent Marketplace on May 26 at the CFCC Citrus Campus.

Levy County Economic Partner Update

Workforce CEO Rusty Skinner and Margaret Spontak recently met with new Nature Coast Business Development Council (NCBDC) Executive Director Patrick O'Neal and Levy County Commissioner Lilly Rooks regarding economic development in Levy County. A workshop is being planned for the CFCC Chiefland Campus focused on Levy County Economic Development Opportunities and Challenges. Topics will include potential grant funding for On-the-Job Training, broadband training opportunities, economic and workforce challenges related to Deepwater Horizon, and other emerging issues.

In other action, Workforce's Executive Committee approved the joining of the Chiefland and Williston Chambers of Commerce. Both Chambers have been actively working with Workforce to get information out to their members. A joint meeting of the Chambers, NCBDC, CFCC and Workforce recently occurred to discuss new business expansions in the county.

Workforce and CFCC partnered to bus Levy County residents to the Monster Power Seeker Workshop at the CFCC Citrus Campus. Follow-up workshops were held at the CFCC Lecanto Center.

Marion County Economic Partner Update

Workforce, CFCC and the Ocala/Marion County Chamber of Commerce have planned an outreach program to 50 plus businesses to discuss the West Ocala Green Job Training Program. Businesses are being encouraged to help design the training programs, provide On-the-Job-Training, review qualified candidates for hiring, and even provide tours of their facilities. The three partners are also planning their second Green Business Council meeting in June.

The City of Ocala is working with area economic partners to host a workshop in June on the new Enterprise Zone. A brochure has been developed outlining economic incentives for the Enterprise Zone and other designations providing business benefits.

The Ocala/Marion County Economic Development Corporation met with Enterprise Florida and Workforce staff recently to map out a strategy to help re-employ financial services, manufacturing and construction talent that have been dislocated. A recent campaign to attract financial and business services companies is being fine-tuned to better align with Marion County's strengths and geographic location. The EDC, CFCC, Workforce, the City of Ocala, and Marion County have been working together on over 19 new business prospects and expanding businesses, 6 of which are support centers. Notable announcements have been Signature Brands and Cone Distributing expansions and the recent location of Santelli Glass.