CareerSource HEARTLAND

2015
2016

ANNUAL REPORT

Solutions that work
for you

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Vision

"Optimizing economic/workforce development through collaboration within the Heartland."

Mission

"CareerSource Heartland will facilitate cooperation throughout the four-county region to maximize talent development, economic development and sustainable growth to improve the quality of life of our citizens, while recognizing the unique attributes of each of the four counties within our geographic area."

Strategic Imperatives

1. Develop and maintain a regional talent development strategy through diversified public and private-sector partnerships.
2. Develop and recruit talent to support economic development priorities in the region's targeted and emerging industries.
3. Support and encourage technological enhancements and innovation in industry.
4. Identify and improve factors that influence the area's business climate.
5. Support local strategies that enhance business development and value-added job creation.
6. Balance growth management with economic development to preserve quality of life.

Message from the President/CEO

On behalf of the CareerSource Heartland (CSH) Board of Directors and Staff, it is my sincere pleasure to present our 2015-2016 Annual Report. In this report, you will find a summary of our accomplishments and activities for the program year July 1, 2015 through June 30, 2016.

This report is intended to keep you informed about the good work our workforce professionals accomplished during the last program year. It contains valuable information regarding the customers we serve, how we are performing, and what we are doing to assist in the development of a skilled business community and a strong talent pool that supports our area's current and emerging labor market needs.

COLLABORATIVE

I offer my deepest appreciation to our volunteer Board of Directors, community partners, business stakeholders and staff for their endless dedication, passion, and commitment. Together we are helping to improve the economic outlook for the communities in our Heartland area. I am grateful to be surrounded by so many talented professionals who are willing to offer their time and leadership toward the attainment of our strategic imperatives. Thank you!

PURPOSE DRIVEN

Moving forward with the implementation of the Workforce Innovation and Opportunity Act, we continue to focus on strengthening community partnerships, collaboration, and innovation.

Our local businesses face significant challenges with shortages of qualified labor, the need for more skilled workers, and the ability to retain quality staff. Successful talent development includes wage progression through rapid attachment to the workforce, continual skill gains, and lifelong learning.

TALENT-FOCUSED

We must strive to become the workforce center of excellence for our four-county area. A successful workforce development system must:

- ✓ support actions that promote business growth and global competitiveness,
- ✓ be centered on the skill sets needed by local businesses, and
- ✓ provide the means for workers to obtain those skills through education, training, and job succession.

Our challenge is to continually assess employers' needs and deliver timely results that meet those needs. I hope you will join our commitment toward the development of a competitive workforce in support of a competitive business environment. Working together, we can help our area achieve economic prosperity!

BUSINESS-DRIVEN

Donna Doubleday

Donna Doubleday
President/CEO

Welcome to CareerSource Heartland

CareerSource Heartland is a not-for-profit corporation that operates as a demand-driven and business focused public-private partnership. Through oversight provided by local elected officials from DeSoto, Hardee, Highlands and Okeechobee counties, our Board of Directors offers workforce development related growth opportunities to Business Customers and Job Seekers throughout our four-county geographical area.

As one of twenty-four Local Workforce Development Boards in Florida, our focus and principal objective is to employ a successful career development system that supports business growth, innovation and global competitiveness. This focus centers on the skills-sets needed in the local labor market and how workers can obtain these skills through education, training and job succession.

Our Board of Directors is committed to the vision of an economically diverse and globally competitive business climate throughout our local area. Our local workforce system is innovative and evolving, with a focus on leveraging strategic partnerships to meet the area's unique labor market needs. Vision, focus, and priority-based resource allocation are required to build the capacity and competency to become a more customer-focused, demand-driven workforce system.

CareerSource Heartland Locations

DeSoto County
2160 NE Roan Avenue
Arcadia, Florida 34266
(863) 993-1008

Hardee County
324 6th Avenue North
Wauchula, Florida 33873
(863) 773-3474

Highlands County
5901 US 27 South, Suite 1
Sebring, Florida 33870
(863) 385-3672

Okeechobee County
207 SW Park Street
Okeechobee, Florida 34974
(863) 610-6000

Performance — Year in Review 2015-2016

Career Center Services

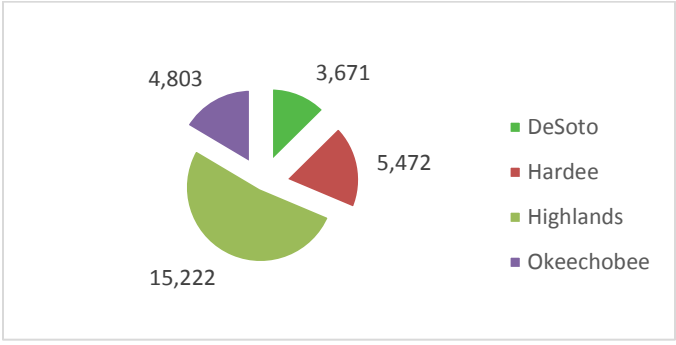
CareerSource Heartland center services are available for use by all citizens and employers. Resources available for workforce related activities include:

- Computers with internet access
- Posted classified ad and other job openings
- State and local business job applications
- Initial assessment of skill levels, aptitudes, and abilities
- Job search and placement assistance
- Labor Market Information
- Employability Skills Workshops
- Workspace, phone, fax, and copying services for work-related needs
- Videos on various employment topics
- Information on Veteran Services, Trade Act Services, and the Migrant Seasonal Farm Worker Program
- Information on educational and training opportunities and financial resources
- Assistive technology for individuals with disabilities

29,168

The number of visits to CareerSource Heartland centers during the program year

Career Center Customer Traffic



TALENT-FOCUSED

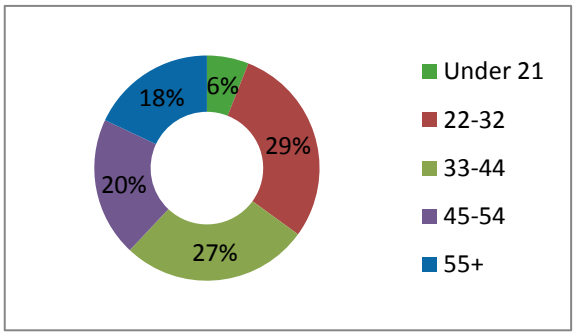
Employ Florida

Online services are provided to individuals through Employ Florida, a powerful online labor market exchange tool specifically designed for employers, job seekers, training providers, workforce customer representatives, and professionals. Employ Florida is the one-stop online resource for job listings, education and training opportunities, career building assistance and much more.

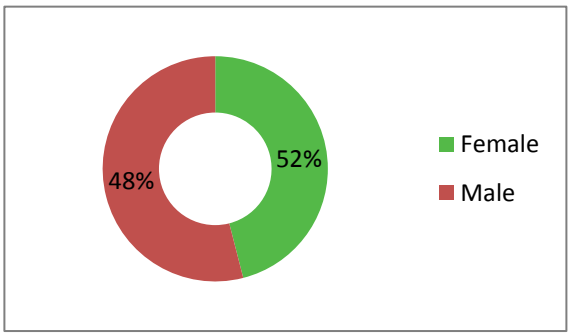
5,707
The Number of New Individuals That Logged into the System

10,610
The Number of Distinct Individuals Receiving Services

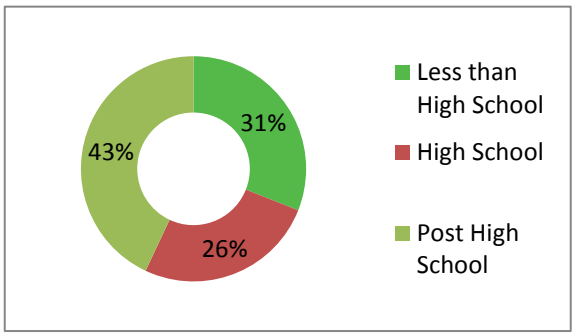
By Age



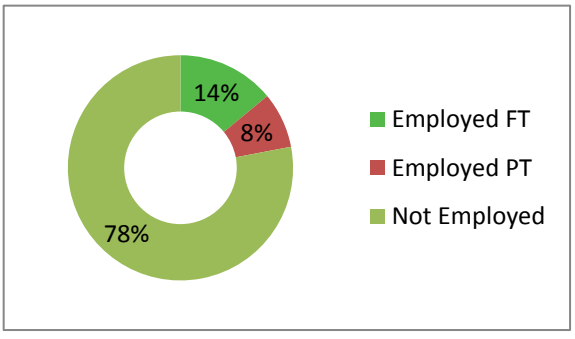
By Gender



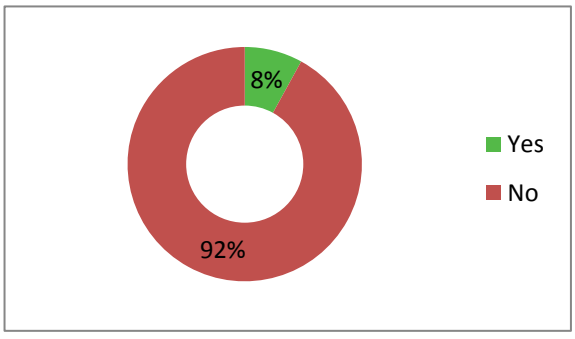
By Education



By Employment Status



By Veteran Status



Staff Development

CareerSource Heartland continuously promotes staff development. Professional development summits and quarterly in-house training sessions, highlighting a wide variety of topics, are just some of the methods utilized to improve services to our customers.

All staff are Tier 1, Florida Certified Workforce Professionals

1,176

The Cumulative Number of Hours of Staff Training Achieved During the Program Year

Business Operations

Our Business Operations Team provides marketing and outreach to businesses throughout the four-county area, focusing on connecting employers with qualified, skilled talent.

Services to businesses include access to training grants, promotion of job openings, and assistance with candidate recruitment and screening. Customized services include:

- ***Facilitated Hiring Events and Job Fairs***
- ***Coordinated Agreements with Area Businesses for Employed Worker Training, Work Experience, and On-the-Job Training***

1,564
Employers Served

1,957
New Job Orders Created

4,923
Individuals Entered Employment

Major Programs

Workforce Innovation and Opportunity Act

The Workforce Innovation and Opportunity Act (WIOA) creates a comprehensive workforce development system that helps job seekers and workers access employment, education and training to succeed in the labor market, and matches employers with the skilled workers they need to compete in the global economy. WIOA provides services to three categories of individuals: Adults, Dislocated Workers, and Youth. The total number of services provided to, and received by, these groups during the 2015-16 year – including outcomes – is shown and described below,

Adults: Employment and training services to help individuals 18 years of age and older to secure unsubsidized employment.

Number of Individuals Served	129
Received Training	127
Entered Employment	100%
Average Entered Employment Wage Rate	$19.25

Dislocated Workers: Employment and training services to individuals who have lost their job through no fault of their own, or received a layoff notice and are unlikely to return to their previous occupation or industry.

Number of Individuals Served	10
Received Training	9
Entered Employment	100%
Average Entered Employment Wage Rate	$16.94

Youth: Individuals between the ages of 16 to 24 who face barriers to employment. CareerSource Heartland provides services to our youth through competitive contracts with South Florida State College's *Panther Youth Partner*s, and Henkels & McCoy/Eckerd's *Heartland Youth Connections* programs.

Number of In-School youth served	57
Positive outcomes*	100%
Number of Out-of-School youth served	112
Positive outcomes*	100%

308

Total Number of Individuals Receiving WIOA Services Across All Platforms

*Positive outcome is achieved when youth exit the program with at least one of the following:

- ✓ A Credential
- ✓ Diploma
- ✓ Post-Secondary Education
- ✓ Advanced Training
- ✓ Qualified Apprenticeship
- ✓ Entry into the Military
- ✓ Employment

Wagner-Peyser

Wagner-Peyser (WP) is the labor exchange program that brings together individuals who are seeking employment, and employers who are seeking employees. Through the Employ Florida system, universal access is provided for workforce related resources.

CareerSource Heartland Services to Individuals include:

- Job Search Assistance
- Job Referral & Placement Assistance
- Skills Testing
- Skills Development Workshops
- Resume & Interview Assistance
- Career & Labor Market Information
- Career Exploration Tools
- Education & Training Services
- Referral to Job Training Opportunities
- Access to Hiring Events

CareerSource Heartland Services to Employers include:

- Job Order Postings
- Candidate Referrals
- Job Fairs/Recruiting Events
- Labor Market Information
- Facility Use for Hiring Events

During 2015-16, the following numbers of services were provided throughout the CareerSource Heartland network:

89,332
services to Individuals

13,376
Services to Employers

The matching of employers and potential employees by our staff saves the employer time by providing the most qualified candidates for an open position.

The Wagner-Peyser program also includes the Veterans and Migrant Seasonal Farm Worker functions. Our organization has dedicated representatives for each of these programs providing specialized services within our local service area.

The Veterans Program promotes and maximizes employment for Florida's Veterans through access to the complete menu of CareerSource Heartland center resources. All CareerSource Heartland centers provide *Priority of Service* to Veterans and eligible spouses. *Priority of Service* is defined as the right to take precedence, in the receipt of services and resources, over non-covered persons. Non-covered persons are those determined to not be a Veteran or an eligible spouse.

***521** Veterans Served*

***5,837** Services Provided*

The Migrant Seasonal Farm Worker Program ensures the provision of quality employment services to Migrant and Seasonal Farm Workers (MSFWs). Due to high agricultural activity, CareerSource Heartland is designated as a "significant" MSFW area. Our *Outreach Specialists* inform MSFW applicants about services and employment opportunities and provide referrals for support services, job placement, and training.

***1,307** MSFWs Entered Employment*

***12,072** Services Provided*

Trade Adjustment Act

The Trade Adjustment Act (TAA) program assists workers who have been laid off or whose jobs have been threatened because of foreign competition.

During the 2015-2016 program year, two TAA customers received Remedial Training, Occupational Skills Training, or wage subsidy assistance. One continues in training and the other has entered employment.

Supplemental Nutrition Assistance Program Employment and Training

The Supplemental Nutrition Assistance Program (SNAP) Employment and Training (E&T), assists eligible participants obtain skills through education, training, and work experience that will increase self-sufficiency and lead to employment. Beginning on January 1, 2016, SNAP E&T participants who are Able-Bodied Adults Without Dependents (ABAWD), are required to register for work and participate in qualifying work activities.

Welfare Transition Program

The Welfare Transition Program (WTP) enables welfare recipients to move from welfare to work by emphasizing self-sufficiency and personal responsibility. Recipients must register for work and participate in assigned work activities.

During 2015-16
throughout the CareerSource Heartland network:

The Average Number of
Cash Assistance Recipients Served Daily:
315

The Rate of Individuals Entering Employment:
29% (71 participants placed)

The Average Hourly Wage Rate
for those Individuals Entering Employment:
$9.68

Initiatives

Ready-to-Work

Florida Ready-to-Work is a workforce development tool designed to help employers reduce turnover by certifying that job seekers have the skills required for the job. All CareerSource Heartland centers facilitate assessments upon request. A total of 30 Ready-to-Work credentials were earned during the 2015-2016 program year.

Targeted & Insightful Practices and Solutions Training

CareerSource Heartland, Wells Fargo, and CorGen Consulting collaborated to provide a training session on Applied Marketing Principals to enhance marketing skills of our local employers. The successful event was held at the CareerSource center in Highlands County, and open to employers and employees throughout our local workforce development area. Thirteen employers participated with 18 employees in attendance. The curriculum included understanding marketing, the marketing funnel, how to determine the target market, and the "Five P's" of marketing. The workshop was presented at no cost to the employers or their employees.

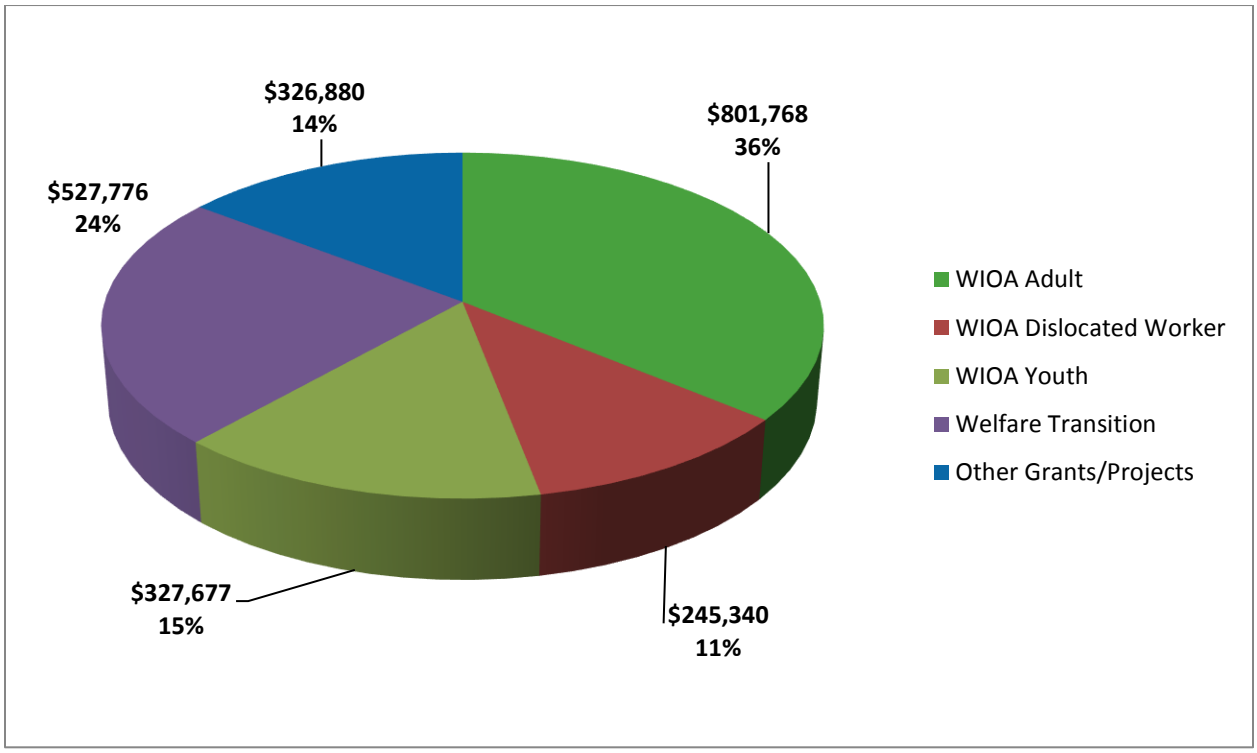
Awards

Let's Get to Work Award: *Recognizing the top local workforce development boards, their leaders, and their teams for exemplary job placement success.*

This award is presented by the Governor, to the top Local Workforce Development Boards, for their job placement success. CareerSource Heartland was the proud recipient of this award for top job placement during the months of November and December 2015, and January 2016.

PURPOSE DRIVEN

2015-2016 Budgeted Expenditures



Total Expenditures: $2,229,441

Heartland Workforce Investment Board, Inc.

2016-17 Board Membership

(Current January 25, 2017)

Local Elected Officials – The Executive Board – Board of County Commissioners

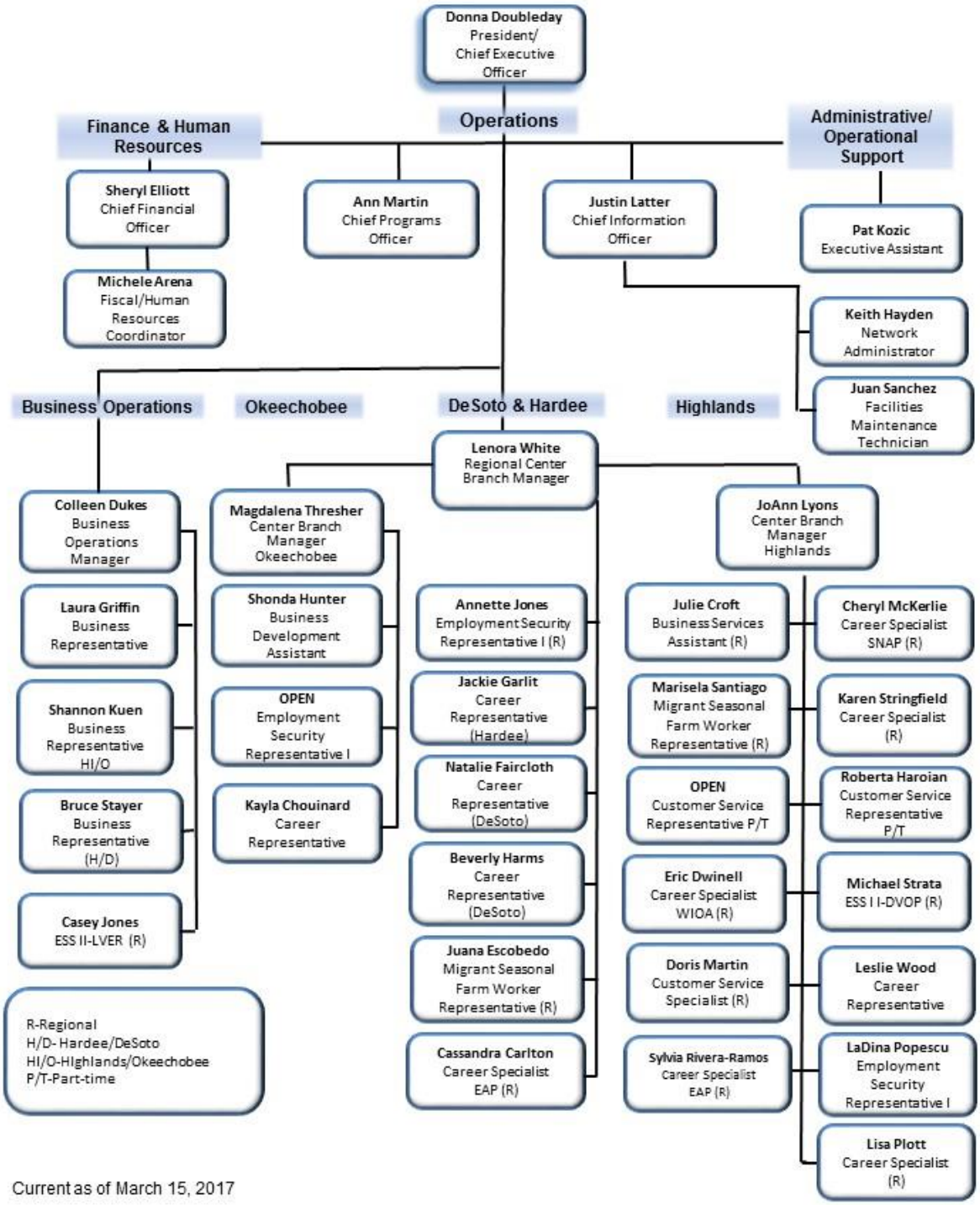
Chair/CEO	The Honorable Jack Richie, Highlands County
Vice Chair	The Honorable Mike Thompson, Hardee County
	The Honorable Terry Hill, DeSoto County
	The Honorable Kelly Owens, Okeechobee County

Board Officers

Chair	William J. Nielander, William J. Nielander, P.A.
Chair-Elect	David Royal, The Nature Conservancy
Secretary/Treasurer	Lois Hilton, DeSoto Memorial Hospital

Rhonda Beckman	The Arc
Russell Brown	Indian River State College
Mary Kay Burns	Burns Citrus
Kevin Cundiff	Florikan
Mary Dow	Dow Realty, Inc.
Benjamin A. Dunn	Highlands County BOCC – Office of Economic Development
Joshua Exendine	Hardee County Prof. Firefighters Union, Local 3471
Dan Graham	DeSoto Home Health Care, Inc.
Jessica Hart-Howard	Edward Jones Financial Advisors
Julia Hermelbracht	Department of Children & Families
Vanessa Hernandez	MidFlorida South/MidFlorida Credit Union
Yessenia Irizarry	Sunshine Staffing of Highlands County, Inc.
Ken Kenworthy	Okeechobee County School District
Bill Lambert	Hardee County Economic Development Office
Thomas Leitzel	South Florida State College
Michelle Myers	Florida Hospital Heartland Division
Wayne Olson	DOE – Vocational Rehabilitation Services
Lowell Pritchard	Pritchards & Associates
Victoria Provau	First State Bank of Arcadia
Gary Ritter	Florida Farm Bureau Federation
Raymond Royce	Highlands County Citrus Growers Assn.
Donald Samuels	Community-based Organization Representing Veterans
Sherry Sapp	National Business Institute of Florida, Inc.
Sandy Swanson	AARP Foundation - SCSEP

Staff Listing – Organization Chart



CareerSource HEARTLAND

Connecting with the people we serve …

And the industries they represent.

Collaborate • Innovate • Lead

In DeSoto County	In Hardee County	In Highlands County	In Okeechobee County
2160 NE Roan Avenue Arcadia	324 6th Avenue North Wauchula	5901 US Hwy 27 S, Suite 1 Sebring	207 SW Park Street Okeechobee

www.careersourceheartland.com

A proud partner of the americanjobcenter network

CareerSource Heartland is an equal opportunity employer/program. Auxiliary aids and services available upon request to individuals with disabilities.