



Economic Development & Tourism Subcommittee

Action Packet

Tuesday, February 22, 2011

1:00 pm

12 HOB

**Dean Cannon
Speaker**

**Doug Holder
Chair**

COMMITTEE MEETING REPORT
Economic Development & Tourism Subcommittee

2/22/2011 1:00:00PM

Location: 12 HOB

Summary:

Economic Development & Tourism Subcommittee

Tuesday February 22, 2011 01:00 pm

HB 4033 Favorable

Yeas: 11 Nays: 0

Committee meeting was reported out: Tuesday, February 22, 2011 4:33:22PM

COMMITTEE MEETING REPORT
Economic Development & Tourism Subcommittee

2/22/2011 1:00:00PM

Location: 12 HOB

Attendance:

	<i>Present</i>	<i>Absent</i>	<i>Excused</i>
Doug Holder (Chair)	X		
Joseph Abruzzo			X
Mack Bernard	X		
Marti Coley	X		
Reggie Fullwood	X		
Bill Hager	X		
Ana Logan	X		
Charles McBurney	X		
W. Keith Perry	X		
Lake Ray	X		
Hazelle Rogers	X		
Patrick Rooney, Jr.	X		
Geraldine Thompson	X		
Carlos Trujillo	X		
Ritch Workman	X		
Totals:	14	0	1

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COMMITTEE MEETING REPORT
Economic Development & Tourism Subcommittee

2/22/2011 1:00:00PM

Location: 12 HOB

HB 4033 : Florida Industrial Development Corporation

Favorable

	<i>Yea</i>	<i>Nay</i>	<i>No Vote</i>	<i>Absentee Yea</i>	<i>Absentee Nay</i>
Joseph Abruzzo			X		
Mack Bernard	X				
Marti Coley			X		
Reggie Fullwood			X		
Bill Hager	X				
Ana Logan	X				
Charles McBurney	X				
W. Keith Perry	X				
Lake Ray	X				
Hazelle Rogers	X				
Patrick Rooney, Jr.	X				
Geraldine Thompson			X		
Carlos Trujillo	X				
Ritch Workman	X				
Doug Holder (Chair)	X				
Total Yeas: 11		Total Nays: 0			

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COMMITTEE MEETING REPORT
Economic Development & Tourism Subcommittee

2/22/2011 1:00:00PM

Location: 12 HOB

Other Business Appearance:

Florida's Workforce and Workforce Preparation Programs

Burgess, Jayne (State Employee) - Information Only
Program Director, Workforce Florida, Inc.
1580 Waldo Palmer Lane
Tallahassee FL 32309
Phone: 850-921-8933

Florida's Workforce and Workforce Preparation Programs

Costin, Loretta (Lobbyist) (State Employee) - Information Only
Chancellor, Career & Adult Education, DOE
325 W Gaines Street
Tallahassee FL 32399
Phone: 245-9463

Florida's Workforce and Workforce Preparation Programs

Ferguson, Bruce - Information Only
President, Worksource- Regional Workforce Board
1845 Town Center Boulevard, Suite 250
Fleming Island FL 32003
Phone: 904-868-8082

Florida's Workforce and Workforce Preparation Programs

Neal, Kevin (State Employee) - Information Only
Workforce Services Director, AWI
107 E Madison Street
Tallahassee FL 32399
Phone: 850-247-7145

Florida's Workforce and Workforce Preparation Programs

Palmer, Bill (Lobbyist) (State Employee) - Information Only
Director, Division of Vocational Rehabilitation, DOE
2002 Old St. Augustine Road, Building A
Tallahassee FL 32301
Phone: 850-245-9399

Florida's Workforce and Workforce Preparation Programs

Rust, Rebecca (State Employee) - Information Only
Chief Economist, AWI, Labor Market Statistics Center
Caldwell Building
Tallahassee FL
Phone: 245-7257

Florida's Workforce and Workforce Preparation Programs

Williams, Richard - Information Only
Executive Director, Chipola Regional Workforce Board
4636 Highway 90 E, Suite K
Marianna FL 32446
Phone: 850-718-0456 x102

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Florida Workforce Development Association

Re-employment Services in the Regions

Re-employment Services for the Unemployed

Change the Structure of the Current System

- Currently there are 2 systems for the unemployed
 - Unemployment Compensation – payment of benefits
 - Re-employment Services – find a new job
- Integration of these disparate systems is mandatory
 - This is structural change only

Re-employment Services for the Unemployed

Change the Culture of the Current System

- Current focus prioritizes benefits payment
 1. **Layoff occurs**
 2. **Apply for benefits**
 3. **Benefits paid**
 4. **Partial registration for re-employment services**
- Future focus should prioritize re-employment
 1. **Layoff occurs**
 2. **Register for re-employment services**
 - **Work History, Education, Credentials, Certifications**
 3. **Benefits eligibility should be last**

Re-employment Services for the Unemployed

Measuring Performance

- Current primary re-employment measures
 - **Entered employment rate**
 - **Entered employment wage rate**
 - **Is the placement training related?**
- Future should also prioritize re-employment speed
 - **Average length of Unemployment Claim**
 - **Measured in \$\$\$ saved by region and state**

Re-employment Services for the Unemployed

“Re-employment services” means all activities provided to unemployed persons designed to assist them in finding work. These include but are not limited to:

- Job search, referral and placement assistance. Assessment of knowledge, skills, abilities and aptitudes of the job seeker. Preparation of an Employability Development Plan and provision of Labor Market Information.
- Career guidance and instruction to include job search workshops, resume writing and interviewing classes and referral to advanced training, as appropriate.
- Participation in Community Service, Job Training, and/or Educational program in which the unemployed worker is assigned compatible jobs in private, non-profit or public agencies, is enrolled in an approved Job Training or Educational program, or any combination of the three for a minimum number of hours per week, not to exceed twenty- four required hours per week.

Re-employment Services for Job Seekers

- Workforce Central Florida (Metro Orlando)
 - **“Re-Employment Connection”**
 - Paid work experience for dislocated workers
 - Partnered with non-profits, private sector & government
 - Focused on Top 20 demand occupations
 - 12 week internship with detailed training plan
 - Over 260 employers and almost 1,100 trainees participated
 - 49% of participants now have unsubsidized jobs

Re-employment Services for Job Seekers

- WorkForce One (Broward County)
 - Over \$1 million in training dollars dedicated to On-the-Job Training grants with Broward County businesses, helping put hundreds back-to-work
 - Created a Professional Placement Network
 - Assists customers who have a post secondary degree and/or management experience
 - Using Social Networking to assist job seekers
 - Facebook, LinkedIn, Twitter
 - **Texting “Hot Jobs” to PPN members**
 - Online orientations to decrease client wait time

Re-employment Services for Job Seekers

- WorkSource (Jacksonville)
 - Mobile Access Points
 - Five Teams – 5 Vans, 125 laptops
 - One dedicated to Veterans
 - Libraries, Community Centers, Churches
 - Served over 20,000 clients
 - 138 Access Point Partners



Culture Change in Action

- **West Point Home – Chipley, FL**
 - 2009 – announces closure; 300 jobs lost
 - Teamed with AWI for Trade Adjustment Act help
 - Board staff works w/ employees & plant managers
 - Dual purpose: 1) Re-employment services; 2) Can we save the plant and the 400 jobs?
 - Meetings w/ employees focused on re-employment services with input from them on services needed
 - Employees concerned about traditional training
 - Established an on-site training room
 - Teamed w/ EFI & WFI to try and keep plant open
 - Use training funds to cross-train current employees, increasing productivity
 - Developed training plan for new employees as production capabilities increased

Culture Change in Action

- **West Point Home – Chipley, FL**
 - Local company management focused on:
 - Cost cutting
 - Improving workforce effectiveness & productivity
 - Demonstrated local workforce was better & lower cost
 - 2010 – Chipley plant takes over production of product previously outsourced to China
 - Helped company meet production deadline & set production record
 - November 2010 – Company announces it will not close
 - Also announces expansion of an additional 100-200 jobs

Culture Change in Action

- West Point Home – Chipley, FL
 - Keys to success
 - Immediate focus on re-employment services
 - Understanding employee skill gaps & needs
 - **Local Plant Manager's commitment to remain open**
 - Team efforts of our local workforce board & WFI, EFI
 - Training funds to enhance productivity
- Success = 300 Jobs saved + 100 new jobs

Florida Workforce Development Association

Re-employment Services in the Regions