



College of Central Florida
Enterprise Center, Building 42
3003 SW College Rd, Suite 206
Ocala, FL 34474

BUSINESS AND ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Wednesday, November 8, 2023 – 9:00 a.m.

Join Zoom Meeting: <https://us02web.zoom.us/j/82684847490>

Phone No: 1-646-558-8656 (EST) Meeting ID: 826 8484 7490

Call to Order P. Beasley
Roll Call C. Schnettler
Approval of Minutes, August 16, 2023 Pages 2 - 4 P. Beasley

DISCUSSION ITEMS

State Update R. Skinner
Workforce Issues that are Important to Our Community R. Skinner

PUBLIC COMMENT

ACTION ITEMS

None

PROJECT UPDATES

Economic Development Partner Reports
Citrus K. Sheilley /H. Shubirg
Levy K. Betz
Marion C. Weaver / C. Wilkinson
MRMA Page 5
Talent Center Page 6
Event Report Page 7
Experiential Learning Page 8
Metrix Users Report Page 9
Contracts Reporting Page 10 - 11 C. Galica

MATTERS FROM THE FLOOR

ADJOURNMENT

2023 – 2024 MEETING SCHEDULE						
Performance/ Monitoring	Business and Economic Development	Career Center	Marketing/ Outreach	Executive	Full Board	
Tuesday, 9:00 am	Wednesday, 9:00 am	Thursday, 9:30 am	Wednesday, 9:00 am	Wednesday, 9:30 am	Wednesday, 11:30 am	
8/15/2023	8/16/2023	8/24/2023	8/30/2023	9/13/2023	9/27/2023	CF Levy
11/7/2023	11/8/2023	11/16/2023	11/15/2023	12/6/2023	12/13/2023	CF Ocala
2/6/2024	2/7/2024	2/15/2024	2/21/2024	2/28/2024	3/20/2024	CF Lecanto
5/7/2024	5/8/2024	5/16/2024	5/22/2024	5/29/2024	6/5/2024	CF Ocala

OUR VISION STATEMENT

To be known as the number one workforce resource in the state of Florida by providing constructive tools and professional supportive services that are reflected in the quality of our job candidates and meet the needs of the business community.



**CAREERSOURCE CITRUS LEVY MARION
Business and Economic Development Committee**

MINUTES

DATE: August 16, 2023
PLACE: College of Central Florida, Enterprise Center
3003 SW College Road, Ocala, FL 34474
TIME: 9:00 a.m.

MEMBERS PRESENT

Ben Whitehouse
Deb Stanley
Erin Jones (Kevin Sheilley)
Gary Smallridge
Jeff Chang
John Hemken
Kathleen Betz
Mark Paugh
Pete Beasley, Chair
Phillip Geist
Staci Bertrand

MEMBERS ABSENT

Angie White
Joyce Wilson
Kevin Cunningham

OTHER ATTENDEES

Rusty Skinner, CSCLM
Dale French, CSCLM
Cory Weaver, CSCLM
Cathy Galica, CSCLM
Andrea Abrams, CSCLM
Cira Schnettler, CSCLM

CALL TO ORDER

The meeting was called to order by Pete Beasley, Chair, at 9:00 a.m.

ROLL CALL

Cira Schnettler called roll and a quorum was declared present.

APPROVAL OF MINUTES

Deb Stanley made a motion to approve the minutes from the May 10, 2023, meeting. Phil Geist seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner updated the committee on the following items:

- CareerSource Florida, Ernst and Young, and the Department of Commerce are working with the local areas to create larger regional planning areas as phase 3 of the realignment process.

- We are working with InsytAnalytics to assist us as we navigate and develop our local regional plan. There will be a presentation at the upcoming board meeting on September 27.
- InsytAnalytics representatives will also be making a targeted presentation for Citrus County at a Chamber luncheon on September 28.
- The Eligible Training Provider List has been recognized by local areas as a potential source of statewide improvements. Local directors are emphasizing to the State the significance of enhancing candidate services through increased program flexibility across different regions.

Dale French added that we've applied for a broadband infrastructure grant designed to bolster the workforce in Levy County. Should the grant be approved, it will cover the costs of providing fiber optics training to individuals interested in acquiring skills for installing and maintaining the infrastructure. Our collaboration would extend to Regions 6 and 7, with the grant's duration spanning five years. Anticipating notification in September, we're aiming to initiate the process by October.

Workforce Issues that are Important to Our Community

The committee did not have any items to discuss.

PUBLIC COMMENT

None

ACTION ITEMS

None

PROJECT UPDATES

Economic Development Partner Reports

Citrus:

- There were no updates for Citrus County.

Levy:

- There were no updates for Levy County.

Marion

- On behalf of Kevin Sheilley, Erin Jones shared the below:
 - Marion County continues to be a hub with project activity in manufacturing, distribution, and logistics.
 - There is increased activity in the healthcare field. Conversations have begun on the potential development of a new biotech park.

MRMA

Kathleen Betz's shared the below highlights:

- MRMA has launched their new website to their members.
- The Quality and Safety forums continue to grow and are successful. Additional training avenues are being researched to find other ways to support the businesses.
- Belleview High School RAD Program was awarded \$3000 from proceeds from the annual golf tournament.

- Four recipients received a total of \$2,250 in scholarships from the Rob Adamiak Memorial Scholarship program.

Talent Center

Andrea Abrams reviewed the quarterly Talent Center report. She explained that the Talent Center has seen consistent traffic patterns for professionals, 133 professionals were served this quarter. Ninety-five students were served. Talent Center staff participated in 9 outreach events. Staff conducted 29 classroom presentations to 488 students and reviewed 305 student resumes. The Talent Center is advertising for a Career Coach position.

Event Report

Cory Weaver highlighted items from the Event Report. She noted forty-seven hiring events have occurred in this program year, with a 37% hire rate. We have had an increase in partner job fairs and are having high levels of participation. Amazon and E-One have had the most participation. The Citrus County job fair will be August 31 and the Marion County job fair will be September 27.

Experiential Learning Contracts

Cory Weaver summarized each section of the report. Noting two unsuccessful completions, she further explained that we will continue to work with the candidates to find the best placement for them.

Metrix Users

Cory Weaver shared details from the report, noting the most popular pathways and courses. Usage has seen an uptick of 8 % and some of that is attributed to our partnership with the United Way.

Contract Reports

Cathy Galica reviewed the performance report for Citrus and Marion counties and the youth report. Overall, the partners did well on the report.

- County Reports:
 - Marion County continues to meet their goals.
 - Citrus County met their fourth quarter goals. They have met 80% of the annual goal.
- Youth Report: The Eckerd report has not been released by the State. Once that data is available it will be presented to this committee.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting adjourned at 9:33 a.m.

APPROVED:



5-Year Recap of how MRMA has put the Proceeds from this Tournament to use (2019-2023)

Event Purpose: Proceeds of this event are designated funds to specifically support educational programs for training of potential employment candidates in the manufacturing, distribution, logistics and supply chain management fields of work. In addition, the designated funds support the Rob Adamiak Memorial Scholarship and provide annual scholarships to the College of Central Florida.

MRMA has raised over **63K +** supported the following programs through funds made available through the proceeds of the annual golf tournament:

- **\$15,115** in support of the **Bellevue High School Robotics Automation & Design (RAD) Program:** multiyear equipment purchases
- **\$12,550** in additional student scholarships provided through the **Rob Adamiak Memorial Student Scholarship** bringing the total to **69 students** awarded scholarships since 2000
- **\$7,650** in support of **Youth Career Expos for Marion, Citrus and Levy counties**
- **\$5,695** in support of **Withlacoochee Technical College: Electrical program:** HMI Training Equipment and support of the new **Industrial Machinery & Controls Technicians Program**, equipment purchases
- **\$5,450** for student scholarships for the **IHMC Summer Robotics Camp**
- **\$4,000** in support of multiyear **Lockheed Martin STEMCon youth program**
- **\$2,500** in Co-Sponsored **Virtual Manufacturing Tour Videos** to support Manufacturing awareness for Manufacturing Days
- **\$2,442** in support of **Withlacoochee Technical College students in the Electrical program and Industrial Machinery & Controls Technicians Program for the 2023 SKILLS USA Competition.**
- **\$2,040** for the **Sumter County CTE Welding Program**
- **\$2,000** to support multi-year **Withlacoochee Technical College Made for the Trades program**
- **\$1,904** in support of the **College of Central Florida Engineering Technology Program:** equipment purchases
- **\$1,020** in support of **Racing to Manufacturing Summer Camp**
- **\$1,000** for the new **Levy County, College of Central Florida Welding Camp**
- **\$200** for the new **MTC Logistics Career fair.**
- In addition, we have earmarked funds to support upcoming manufacturing programs in Sumter county through Lake-Sumter State College as well as the MRMA Fall funding cycle for area schools and programming.



REPORTING PERIOD: JUL 2023 - SEP 2023

ALL CENTER TRAFFIC – 106

One on one Initial Appointments Total – 61

Professionals – 28
Students – 33

In Person – 87%
Virtual – 13%

WORKSHOPS CONDUCTED – 17

Internship classes – 5
Healthcare – 3
Information Technology – 3

First Year Seminar – 3
Early Childhood Education – 2
STEM Club - 1

TOTAL ATTENDANCE FOR WORKSHOPS – 277

Resumes reviewed and feedback provided – 122
80 of the 277 were reviewed twice before submitting

CANDIDATE OUTREACH: STUDENTS AND PROFESSIONALS

Information Not Available

CONFIRMED HIRES

12

AVERAGE HOURLY WAGE

\$26.58

TESTIMONIALS FROM STUDENTS & PROFESSIONALS

- I was struggling with my resume and the interview process and couldn't land a job. I had gone on maybe 15-20 interviews. I met with Anrea first and then Chris, who helped me revise my resume and improve my interview skills. Soon after I got a job.
- Chris is very good at helping you narrow in on your job search and how you can best prepare. He goes over and above and even offered to look at my resume and send an email to his contact at Marion County Public Schools when I applied.
- Andrea was extremely professional in her assessments and recommendations, BESIDES being very kind and helpful. She is an incredible person to work with I would, I am already recommending her and the Talent Center to anyone looking for a job in Ocala.
- CareerSource helped me secure a career instead of just a job. I'm excited about coming to work every day and actually using my Bachelor's Degree.

PY 23 - 24 Individual Events

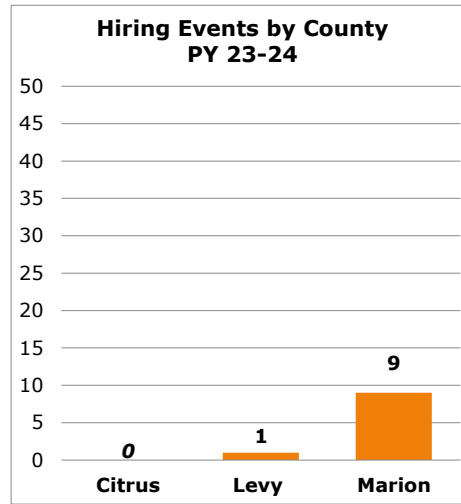
Total Events: 10
 Attendees: 173
 Reported Hires: 70

PY 23 - 24 Job Fairs

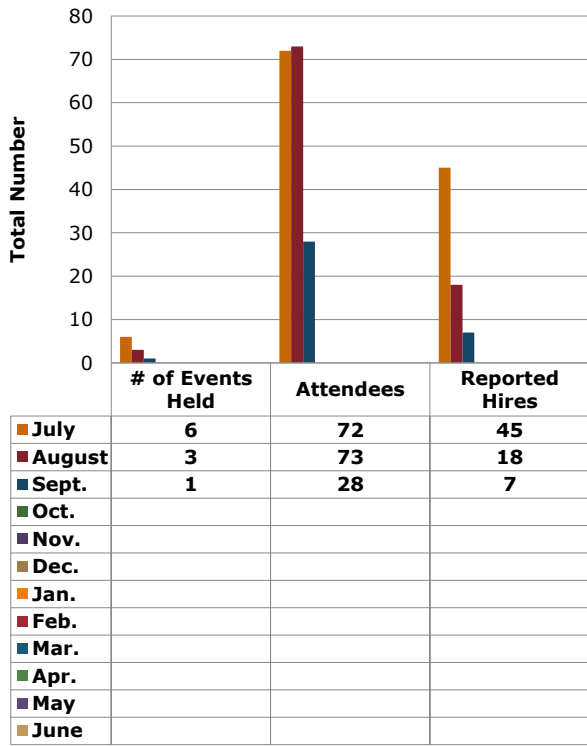
Attendees: 283
 Businesses: 47

PY 23-24 Partner Job Fairs

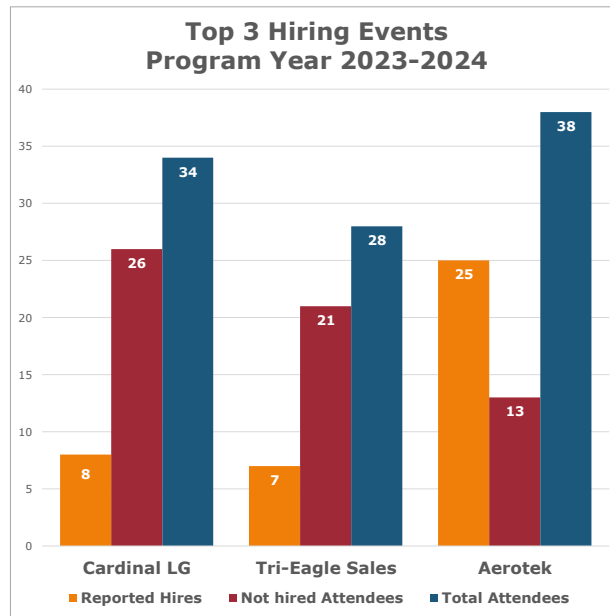
Attendees: 21
 Businesses: 18



Individual Hiring Events



Top 3 Hiring Events Program Year 2023-2024



Other Recruitment Events 7/2023 - 9/2023

Event Date	Event Name	Event Location	County
7/11	VIP Care	One Health Center	Marion
7/17	Department of Agriculture & Consumer Services	Chiefland Center	Levy
7/19, 7/25 and 8/15	Amazon	14th Street Center	Marion
8/17	Early Learning Coalition of Marion County	Early Learning Coalition of Marion County	Marion



Experiential Learning Contracts

PY2023-2024

Customized Training

Business	Industry	Total Trained	Employer Contribution	CareerSource Reimbursement	Begin	End Date	Status
PedIM Healthcare	Healthcare	2	\$29,398.00	8,000.00	8/1/2023	3/30/2024	In Progress

On the Job Training

Business	Industry	Total Trained	Employer Contribution	CareerSource Reimbursement	Begin	End Date	Status
Safe-T-Plus	Manufacturing	1	\$3,995.00	\$3,995.00	6/19/2022	9/9/2023	Completed - Retained
Eagle Vistas LLC	Manufacturing	1	\$4,000.00	\$4,000.00	7/5/2023	10/11/2023	Completed - Retained

Paid Work Experience

Business	Industry	Total Trained	Wage	Begin	Status
Blue Heron Bookkeeping LLC	Professional	1	\$22.50	9/18/2023	In Progress
City of Crystal River	Professional	1	\$15.00	10/4/2023	In Progress

Internships

Business	Industry	Total Trained	Wage	Begin	Status
Wiley Productions	Professional	1	\$13.50	10/9/2023	In Progress

Apprenticeship

Business	Industry	Occupation	Total Trained	Begin	Status
Lockheed Martin	Manufacturing	Electronic Assembler	4	Spring 2020	2 Hired PY20-21, 2 Hired PY 21-22



SKILL UP USERS

LOCATION	PY 20-21	PY 21-22	PY 22-23	PY 2023-2024			Total
				Jul-23	Aug-23	Sep-23	
Citrus	86	32	24	1	1	3	147
Citrus - CF	30	7	11	0	1	0	49
Levy	22	6	7	1	2	1	39
Levy - CF	16	3	4	0	0	0	23
Marion	140	53	55	7	9	14	278
Marion - CF	100	24	37	3	1	5	170
TOTAL	394	125	138	12	14	23	706

Popular Pathways

1. Business (Administrative/Management)
2. Healthcare
3. Entry Level Pathway - General
4. Information Technology
5. Personal Care/Human Services

Popular Courses

1. The Art and Science of Communication
2. Be a Better Listener
3. Abbreviating, Capitalizing, and Using Numbers
4. Becoming More Professional through Business Etiquette
5. Writing Effective E-mails and Instant Messages
6. Being an Effective Team Member
7. Getting the Details Right: Spelling Basics
8. Using Punctuation Marks
9. Establishing Self-confidence for Life
10. Using the Parts of Speech
11. Time Management: Ready, Set, FOCUS!
12. Time Management: Quit Making Excuses and Make Time Instead
13. Basic Business Math: Averages and Equations
14. Creating Well-constructed Sentences
15. Getting Started with QuickBooks Pro 2017

Contract Performance
PY202 -202



	Q1 PY23-24			Q2 PY23-24			Q3 PY23-24			Q4 PY23-24			ANNUAL		
County Chamber/EDC	# Goals	Goals Met	Rate	# Goals	Goals Met	Rate	# Goals	Goals Met	Rate	# Goals	Goals Met	Rate	# Goals	Goals Met	Rate
CITRUS (Citrus Chamber)	4	2	50.00%												
MARION (CEP)	4	4	100.00%			0.00%			0.00%			0.00%			0.00%

	Q1 PY23-24			Q2 PY23-24			Q3 PY23-24			Q4 PY23-24			ANNUAL		
Eckerd Youth Connects	# Goals	Goals Met	Payment	# Goals	Goals Met	Payment	# Goals	Goals Met	Payment	# Goals	Goals Met	Payment	# Goals	Goals Met	Payment
Enrollments	20														
Measureable Skills Gains	80%														
Employment/Education Retention Rate 2nd Quarter After Exit	75%														
Employment/Education Retention Rate 4thd Quarter After Exit	69%														
Credential Attainment Rate	83%														
Median Wages	\$2,800														



	Q1 PY22-23			Q2 PY22-23			Q3 PY22-23			Q4 PY22-23				ANNUAL		
County Chamber/EDC	# Goals	Goals Met	Rate	# Goals	Goals Met	Rate	# Goals	Goals Met	Rate	# Goals	Goals Met	Rate		# Goals	Goals Met	Rate
CITRUS (Citrus Chamber)	5	4	80.00%	5	4	80.00%	4	4	100.00%	4	4	100.00%		5	4	80.00%
MARION (CEP)	4	4	100.00%	5	5	100.00%	4	4	100.00%	4	4	100.00%		6	6	100.00%

	Q1 PY22-23			Q2 PY22-23			Q3 PY22-23			Q4 PY22-23				ANNUAL		
Eckerd Youth Connects	# Goals	Goals Met	Payment	# Goals	Goals Met	Payment	# Goals	Goals Met	Payment	# Goals	Goals Met	Payment	Recoup Pay	# Goals	Goals Met	Payment
Enrollments	20	17	\$0.00	17	32	\$1,595.83	28	33	\$1,595.83	25	15	\$1,595.82	\$1,595.83	90	97	\$6,383.32
Measureable Skills Gains	80%	86	1595.83	80%	90.58	\$1,595.83	80%	72.4	0	80%	96.8	\$1,595.83	\$1,595.83	80%	96.8	\$6,383.32
Employment/Education Retention Rate 2nd Quarter After Exit	75%	85	1595.83	75%	82	\$1,595.83	75%	80.9	1,595.83	75%	83	\$1,595.83		75%	83	\$6,383.32
Employment/Education Retention Rate 4thd Quarter After Exit	69%	79.4	1595.83	69%	70.9	\$1,595.83	69%	75	\$1,595.83	69%	75.2	\$1,595.83		69%	75.2	\$6,383.32
Credential Attainment Rate	83%	98.5	1595.83	83%	96.7	\$1,595.83	83%	96.5	\$1,595.83	83%	96.9	\$1,595.83		83%	96.9	\$6,383.32
Median Wages	\$2,800	\$4,405	1595.83	\$2,800	\$4,432	\$1,595.83	\$2,800	\$4,397	\$1,595.83	\$2,800	\$3,949	\$1,595.83		\$2,800		\$6,383.32