

North Florida Workforce Development Board Competitive Talent Council QUARTERLY REPORT

A. GENERAL INFORMATION

Report quarter: 3rd _____

Date of meeting: _02/02/2024_____

Report prepared by: Diane Head, Executive Director, CareerSource North Florida _____

Local workforce development board contact: Diane Head, ED _____ **Date:** 2/2/2024_____

B. ATTENDANCE

Name	Organization	Industry or Education Organization	Contact Information
Audra Rutherford	Bass Assassin Lures/ Mayo Plastic Manufacturing	Manufacturing/ Distribution	386-294-1049 audra@bassassassin.com
Shelbi McCall	Big Bend Technical College		850-838-2545 shelbi.mccall@taylor.k12.fl.us
Mary Keen	RiverOak Technical College		386-647-4230 mary.keen@suwannee.k12.fl.us
Kim Scarboro	North Florida College		850-973-9470 ScarboroK@nfc.edu
Paula Ginn	Lafayette County School District		386-294-1649 pginn@lcsbmail.net
Clayton Tomlinson	Hamilton County School District		386-792-8105 Clayton.Tomlinson@hamiltonfl.com
Guest Diane Head	North Florida Workforce Development Board		850-973-7219 Diane.Head@careersourcenorthflorida.com

Name	Organization	Industry or Education	Contact Information
Guest Dehryl McCall	CareerSource Florida		dmccall@careersourceflorida.com

B. SUMMARY REPORT

1. Summary analysis of the local labor market based on the industry representative needs and education offerings. (Provide summary)
 - a. Clayton Tomlinson of Hamilton County School District shared the need for job seekers to have soft skills coming out of high school. Nutrien which is the biggest employer in Hamilton County requires than just a formal education such as high school diploma or GED. Jobseekers need to know how to read measurements, monitor readings on computers, etc. When asked, “How to incorporate soft skills in education programs?” Mr. Tomlinson’s reply was to introduce digital tools in middle school. He states children are raised in digital age but only on mobile phones, they do not have basic computer skills/knowledge.
 - b. Shelbi McCall of Big Bend Technical College (BBTC) ensures its students are ready for real world work experience through internships and clinicals. They use time clocks in classrooms, the clinicals resemble on the job experience, rules on social media and mobile phone use are implemented in class. Students are graded on preparedness for class, i.e. dress code, etc. BBTC conducts mock interviews for its students to stress the importance of importance of communication.
 - c. Kim Scarboro of North Florida College reiterated the importance of teaching soft skills, proper dress code, timeliness, etc. and the need to incorporate this knowledge into the curriculum. She expressed one of their pitfalls is the student’s unwillingness to put forth the proper effort by not coming to training activities which would prepare them for the industry.

2. Information on priority industry sectors and occupations for the local area. (Provide summary)
 - a. Audra Rutherford of Bass Assassin Lures/ Mayo Plastic Manufacturing shared her experience as an employer in our current labor market. Following Covid-19 they are facing a regular flow of employee turnover. Employee retention is difficult. Motivating employees to work can be a daunting task. The employee retention rate is so low that we have had to offer overtime to current employees to fulfill product demands.

3. Information on the status of existing talent pipelines for in-demand occupations.
(Provide summary)
 - a. Several of our local colleges host Career Days which showcase the diversity of their programs and connect individuals with businesses and engage with community organizations.