

North Florida Workforce Development Board Competitive Talent Council QUARTERLY REPORT

A. GENERAL INFORMATION

Report quarter: 3rd

Date of meeting: 3/27/2026

Report prepared by: Latoria Jackson, Administrative Coordinator, CareerSource North Florida

Local workforce development board contact: Marsha Durden, E.D. **Date:** 3/27/2026

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
CeAaron Plunkett	Madison County Memorial Hospital	Industry_Healthcare	(850) 253-1971 - cplunkett@mcmh.us
Shebli McCall	Bid Bend Technical College	Education	(850) 838-2545 – Shelbi.mccall@taylor.k12.fl.us
Kim Scarboro	North Florida College	Education	(850) 973-9470 – scarboroK@nfc.edu
Marsha Durden	CareerSource North Florida		(850) 973-719 – Marsha.Durden@careersourcenorthflorida.com

Name (GUESTS)	Organization	Industry or Education	Contact Information
Peggy Hasty	Hamilton County School District	Education	(386) 792-7807 - Peggy.hasty@hamiltonfl.com
Dehryl McCall	FL Youth College	Education	(850) 933-4504 -
Kristen Barry	Southern Indiana Works		Kristen@soinworks.com

B. SUMMARY REPORT

1. Summary analysis of the local labor market based on the industry representative needs and education offerings. (Provide summary)
 - a. Marsha Durden presented an overview of local area labor statistics, highlighting current unemployment rates, the region’s top industries, sectors offering the highest wages, and the one-year employment outlook for Region 6.
2. Information on priority industry sectors and occupations for the local area. (Provide summary)
 - a. Madison County Memorial Hospital Update:
 CeArron Plunkett reported that while there has been an increase in job applications, the hospital continues to face challenges with new hires not reporting for work. Several key positions remain open, including O.R. Manager, Physical Therapist, night shift ER Technicians, Security Officer, Surgical Technicians, and an Echo Cardiovascular Technician. On a positive note, recent changes to the onboarding process have led to a reduction in staff turnover.

- b. Audra Rutherford of Bass Assassins reported positive growth in employment, noting the addition of six new hires over the past two months. She also shared that while their primary distributor recently filed for bankruptcy, the company was able to secure a new distributor with minimal financial impact, allowing operations to continue smoothly
- 3. Information on the status of existing talent pipelines for in-demand occupations. (Provide summary)
 - a. North Florida College (NFC) update: Kim Scarboro provided an overview of new programs, including the Electrician program and the A.S. in Early Childhood Education. Existing programs such as Welding and Organizational Management continue to perform well, while the Nursing program remains the top producer of graduates. NFC reported current hiring needs for instructors in Math, Organizational Management, and Elementary Education. The Electrician and Welding programs are identified as critical need areas. An upcoming Career Fair/Grad Fest is scheduled for April 30, 2026.
 - b. Big Bend Technical College (BBTC) Update: Shelbi McCall shared several upcoming initiatives and achievements at BBTC. An Open House will be held on April 9, 2026, during which two \$500 scholarships will be awarded. BBTC is also partnering with CSNF to host a Career Fair on April 8, 2026. The Summer Welding Program is scheduled to begin on June 8, 2026. Additionally, BBTC celebrated the ribbon cutting of its new Advanced Manufacturing Facility. The LPN to RN Bridge Program is expanding, with enrollment doubling, and the program recently achieved a 100% pass rate.
 - c. Hamilton County was represented by guest Peggy Hasty. The 3E Career Fair—focused on employment, enlistment, and education—was successfully conducted and well received, providing valuable opportunities for participants to explore post-graduation pathways.
- Motion to approve December 19, 2025, meeting minutes was made by Audra Rutherford, seconded by Shelbi McCall. Motion carried.

