

# A Magnet for Top Talent

Businesses can capitalize on a diverse, skilled workforce

Greater Fort Lauderdale's high quality of life and work-from-anywhere options appeal to talented professionals, executives and entrepreneurs of all ages.

Currently, Greater Fort Lauderdale ranks 16th in the nation in talent attraction among counties with a population of 100,000 or more on the fourth annual Talent Attraction Scorecard by economic research company Emsi. "With a tight labor market and technologies that continue to redefine work, the importance of attracting new talent and developing existing workforce continues to increase," said the report, whose methodology includes net migration, educational attainment, overall job growth, skilled job growth, regional competitiveness and annual openings per capita.

"With our home in Greater Fort Lauderdale, we have access to an incredible talent pool. We're positioned in the heart of a major vacation destination and close to one of the airline's focus cities," said Andres Barry, president, JetBlue Travel Products.

## A Top Talent Location

Greater Fort Lauderdale is known nationwide as an excellent location to work. In 2020, UKG, formerly known as Ultimate Software, ranked #2

on *Fortune's* "100 Best Companies to Work For." Other area companies on the *Fortune* "best" list included JM Family Enterprises (#26), which has been recognized for 22 years in a row; Publix (#39); Deloitte (#45); Baptist Health South Florida (#54); Comcast NBCUniversal (#64); Bank of America (#77) and Delta Air Lines (#99).

Ultimate Software also captured the #3 spot in *Fortune's* "75 Best Large Workplaces for Millennials" list for 2020 and JM Family Enterprises was ranked #49 on the Millennial list.

## Building the Talent Pipeline

A high-quality talent pipeline is the single most important consideration for companies investing in new locations and expansions. Companies thoroughly assess a region's workforce, educational resources, and talent attraction strategies as a component of community competitiveness.

To position Greater Fort Lauderdale for job creation and investment opportunities, the Alliance engaged Boyette Strategic Advisors to conduct a workforce and skills gap analysis of the area workforce. The analysis was funded through a grant from JPMorgan Chase & Co. Its key findings:

- Employers are generally very satisfied with



Highly ranked "best companies to work for" include UKG - formerly known as Ultimate Software, JM Family Enterprises and Baptist Health South Florida.



"Greater Fort Lauderdale has a deep pool of professional talent, which starts by supporting the healthy development and education of our children."

**Cindy Arenberg Seltzer**

President/CEO, Children's Services Council of Broward

workforce skills and availability in Greater Fort Lauderdale

- Opportunities exist to strengthen relationships between employers and educators
- Recruiting for middle-skill training programs presents some unique opportunities
- Employers are interested in engaging Millennials and Gen Z across all sectors

## Salty Jobs

The Marine Industries Association of South Florida (MIASF) has produced and branded an educational video series that identifies the many employment opportunities and career paths available in South Florida's marine industry, whose jobs typically pay 28 percent higher than the state average. Salty Jobs, a series of three-to-four-minute video geared toward young people entering the workforce, showcases a variety of jobs being performed by a young professional host.

Salty Jobs episodes have been shown in



Photo Courtesy of the City of Coral Springs



# Children's Services Council of Broward County *Our Focus is On Children.*



Photo by Jock Fistick - South Florida Business Journal

South Florida K-12 public schools, colleges and universities, at state-funded CareerSource Centers and other venues. The series can also be viewed by visiting [saltyjobs.org](http://saltyjobs.org), Facebook and YouTube.

### Preparing for Careers

Broward County Public Schools (BCPS) and the region's private schools offer a wide range of programs to help middle school, high school and adult students prepare for careers. In keeping with that mission, Broward educators work closely with business leaders to help students explore the wide range of career opportunities available in Greater Fort Lauderdale.

For example, from 2017 through 2020, more

than 4,500 high school juniors participated in the annual Claim Your Future Showcase at the BB&T Center in Sunrise. The annual showcase is a partnership between the Greater Fort Lauderdale Alliance and BCPS' Career, Technical, Adult & Community Education program. More than 60 local companies participate each year, so students can learn about career pathways in fields including life sciences, technology, aviation, construction and manufacturing. Students also participate in mock interviews and executive panel discussions, and attend breakout sessions including soft skills training, non-traditional post-secondary careers and information from the Broward Technical Colleges.

*(See Education chapter for more information.)*

### Supporting Career Goals

Greater Fort Lauderdale's colleges and universities graduate thousands of skilled potential employees every year, supporting the talent pipeline. Programs include dual enrollment between Broward County Public Schools and Broward College for aviation and marine careers. They also offer a wide range of executive education, certification, and other skill-building programs, helping professionals take the next step in their careers.

For example, Broward College offers an Aviation Maintenance Management degree program to prepare students for careers in the maintenance, repair and overhaul (MRO) sector. Broward College also ranks ninth in the nation in nursing and 17th in health programs and related careers.

## #16

Greater Fort Lauderdale ranked 16 in the nation for talent attraction among counties with population of 100,000 or more

## 4,500

High school juniors have participated in the Claim Your Future Showcase.

## 250,000

Job seekers take advantage of CareerSource Broward's services annually.



Two online programs from Nova Southeastern University (NSU) earned high rankings in the 2019 *U.S. News & World Report* of college and university online programs. NSU's criminal justice graduate program was ranked 52th and its nursing graduate program was 93rd. "Reaching students and providing educational opportunities that best suit their needs is something we're very proud of and something we're committed to today, tomorrow and well into the future," said NSU's President, Dr. George Hanbury.

**Internship Opportunities**

CareerSource Broward - in partnership with Broward College - has developed BrowardIntern.com to help link businesses with talented and highly qualified young people seeking internships. The website allows any company with an internship opportunity based in Broward County to post open positions at no cost and gives college students



"We're proud to call South Florida our home. With its expanding pipeline of talent, welcoming landscapes, cultural diversity and year-long tropical climate, it's a prime destination for business success and personal growth."

**John Machado**  
Chief Technology Officer  
UKG, formerly known as Ultimate Software

the ability to upload their resumes to be seen by employers and human resources representatives looking for interns.

Through the BCPS Career, Technical, Adult Community Education (CTACE) department, students have an opportunity to participate in NAF career-themed academies focusing on one of five career themes: finance, hospitality & tourism, information technology, engineering, and health sciences. As part of this program, 11th graders participate in internships in order to experience

real world work experiences that are related to their career pathway.

**TRAINING PROGRAMS**

Greater Fort Lauderdale companies can take advantage of several statewide and regional training programs that can be tailored to their specific requirements, including the following.

**Quick Response Training Grants**

The Florida Quick Response Training grant program is designed to assist qualified relocating and expanding Florida businesses. This program is customized, flexible and responsive to individual company needs.

(Above) Photo Courtesy of Florida Atlantic University, (Below: Left to right) Photo Courtesy of Spirit Airlines; Photo Courtesy of Starmark



## Incumbent Worker Training Program

Incumbent Worker Training is a state program providing training to currently employed workers to keep Florida's workforce competitive in a global economy and to retain existing businesses. The program is available to all for-profit Florida businesses in operation for at least one year prior to application and requires training for existing employees. Funded by the Workforce Innovation and Opportunity Act and administered by CareerSource Florida, this program was created to provide financial support upgrading the skills of full-time employees, while reducing training costs.

Training can be done in-house utilizing outside vendors, education partners or public or private training institutions and can also be delivered from existing curriculums that cater to specific business needs. The programs can increase skills and productivity at every level of an organization.

## About CareerSource Broward

CareerSource Broward (CSBD) helps businesses in Greater Fort Lauderdale find well-trained, highly qualified employees in all industries – with no cost for its services. The Broward Workforce Development Board, which governs CareerSource Broward, is a business-led board driving the need-based solutions provided by CSBD. Each year, more than 250,000 job seekers take advantage of CSBD services by either placing a résumé in the system or participating in a training program.

CareerSource Broward can save businesses “Money – Energy – Time” by listing positions on Employ Florida Marketplace, Florida's

## CareerSource Broward Free Services

Here are some of the services offered to businesses – at no cost to employers.

- Access to thousands of resumes
- Local recruiting
- Pre-screening services
- Easy and convenient job postings
- Employed worker training grants
- Grants for new and expanding businesses
- Customized training for existing employees
- No-cost mass recruitment services
- On-the-job training incentives
- On-site recruitments
- Workforce outplacement services
- Labor market information
- Employer forums
- Career fairs

state-administered database; prescreening and interviewing applicants; and providing employers with valuable labor market information. In addition, CSBD can identify specific financial incentives that may be available when certain job candidates are hired. Funding comes from federal and state tax dollars, so there is no cost to businesses utilizing these services.

CareerSource Broward's On-the-Job Training (OJT) Program provides a unique opportunity for individuals who already possess some job-

related skills and knowledge to “earn as they learn.” By participating, employers benefit by being reimbursed 50% to 75% for the candidate's wages during the training period, while having the services of a full-time employee. The candidate cannot begin employment prior to the approval of the On-The-Job Training agreement between CareerSource Broward and the employer.

OJT focuses on jobs involving the introduction of new technologies, production or service procedures; upgrading to new jobs that require additional skills or workplace literacy; among other purposes. The employer can be in the public, private or nonprofit sector.

OJT is limited in duration based upon the target occupation for which the participant is being trained, the participant's prior work experience and the service strategy.

CareerSource Broward has long-standing partnerships with thousands of Broward County employers. Its staff has years of experience in helping businesses grow by assisting them to recruit qualified candidates who can immediately contribute to their bottom line.

CareerSource Broward is part of the statewide network of nearly 100 career centers in Florida, the first state in the nation to achieve a unified brand and logo for all of its state and regional workforce development boards and career centers.

For more information about programs and services, call the Employer Services line at 954-677-JOBS or visit [careersourcebroward.com](http://careersourcebroward.com).

For more information, see *Business Assistance and Incentives* chapter.

*Help is here*  
Recruiting. Training. Financial Support.

At CareerSource Broward, the employer is our customer. Whether your business will need to recruit specialized talent, hire new team members, train existing employees, or all three, CareerSource Broward can help – all at **NO COST**.

### Our Services Include:

- Job Postings
- Financial Assistance For Training
- Recruitment Events
- Candidate Pre-Screening



### Ready to Get Started?

Give us a call today to learn how we can help your business **save money, energy and time!**

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