

# A Deep and Diverse Talent Pool

Businesses can capitalize on a young, skilled workforce

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

thoroughly assess a region's workforce, educational resources, and talent attraction strategies as a component of community competitiveness.

## A Top Talent Location

Greater Fort Lauderdale is known nationwide as an excellent location to work. In 2021, UKG (Ultimate Kronos Group) ranked #6 on *Fortune's* "100 Best Companies to Work For." Other area companies on the *Fortune* "best" list included Bank of America (#22); Deloitte (#34); Publix (#42); Baptist Health South Florida (#45); Citrix (#60); and JM Family Enterprises (#94), which has been recognized for 23 years in a row. UKG also captured the #43 spot in *Fortune's* "75 Best Large Workplaces for Millennials" list for 2021. JM Family Enterprises was ranked #70, and Publix was #76.



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

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 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 across all sectors

## Building the Talent Pipeline

A high-quality talent pipeline is the single most important consideration for companies investing in new locations and expansions. Companies

## 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 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 [www.saltyjobs.org](http://www.saltyjobs.org), [www.facebook.com/saltyjobstv](https://www.facebook.com/saltyjobstv) and on 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



Photo Courtesy of AutoNation



"Greater Fort Lauderdale has a deep and diverse pool of skilled talent."

**Shaheewa Jarrett Gelin, Esq.**

Founder & President,  
Broward County Black Chamber of Commerce



Photo by Jock Fistick - South Florida Business Journal

business leaders to help students explore the wide range of career opportunities available in Greater Fort Lauderdale.

For example, thousands of high school juniors participate each year in the Claim Your Future Showcase – 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.)



Photo Courtesy of Florida Atlantic University

**#16**

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

**5000+**

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

**250,000**

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



Photo Courtesy of the City of Coral Springs

### 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.

### 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 program (browardintern.com) allows any company with an internship opportunity based in Broward County to post open positions at no cost and gives students 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



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**Andres Barry,**  
President  
JetBlue Travel  
Products

“With our home in Greater Fort Lauderdale, we have access to an incredible talent pool. We’re positioned in the heart of a major vacations destination and close to one of the airline’s focus cities.”

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.

### 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

## CareerSource Broward 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

in Employ Florida, Florida’s 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 [www.careersourcebroward.com](http://www.careersourcebroward.com).

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



## OPPORTUNITY NEVER LOOKED SO GOOD



Rendering of Tamarac Village, the new downtown area under construction

Tamarac offers excellent opportunities for investors, developers and new businesses to thrive. Contact Tamarac’s Economic Development Office at (954) 597-3513 to discover all that our vibrant community has to offer.

[www.Tamarac.org](http://www.Tamarac.org)