

The Florida Senate
BILL ANALYSIS AND FISCAL IMPACT STATEMENT

(This document is based on the provisions contained in the legislation as of the latest date listed below.)

Prepared By: The Professional Staff of the Committee on Commerce and Tourism

BILL: SPB 7002

INTRODUCER: For consideration by the Commerce and Tourism Committee

SUBJECT: Renaming Workforce Florida, Inc.

DATE: December 31, 2014 REVISED: _____

ANALYST	STAFF DIRECTOR	REFERENCE	ACTION
1. Siples	McKay		Pre-meeting

I. Summary:

SPB 7002 replaces all references in law to Workforce Florida, Inc., with its new name, CareerSource Florida, Inc.

II. Present Situation:

Florida's Workforce System

The Legislature passed the Workforce Investment Act of 2000 in an effort to better connect the state's economic development strategies with its workforce development system.¹ The act established a three-tier system for the delivery of workforce services.²

The Department of Economic Opportunity (DEO) is Florida's lead state workforce agency.³ However, Workforce Florida, Inc., (WFI) sets the state's workforce development policy and guidance.⁴ WFI is a nonprofit corporation that provides state-level policy, planning, performance evaluation, and oversight to the DEO and the 24 regional workforce boards, which directly provide workforce services through nearly 100 One-Stop Career Centers around the state.⁵ The DEO manages the performance-based contract with WFI for the statewide administration and coordination of workforce services. The DEO assists WFI in developing and disseminating policies, providing technical assistance, and monitoring a variety of workforce programs.

The DEO is the state agency which receives the federal funds for employment-related programs, such as Temporary Assistance to Needy Families and the Workforce Investment Act, and distributes these funds to the state's 24 RWBs. The DEO is responsible for financial and

¹ Ch. 2000-165, Laws of Fla.

² See ch. 445, F.S.

³ Primarily through the Division of Workforce Services.

⁴ WFI is Florida's state workforce investment board. See 29 U.S.C. 2821.

⁵ Section 445.004, F.S.

performance reports which are provided to the U.S. Department of Labor and other federal organizations.

Each RWB develops a local plan for using the funds provided by the DEO and oversees workforce development activities in the region. The boards also select contractors to operate local One-Stop Career Centers. The One-Stop Career Centers deliver employment services to job seekers and employers. Services include job placement and recruitment assistance, as well as funding for skills training.⁶

Each RWB operates under a charter approved by WFI; they also enter into performance-based memorandums of understanding for program support services provided by the DEO.⁷ The DEO monitors the RWB and One-Stop Career Center activities to ensure that they comply with federal and state requirements. The DEO provides One-Stop Program Support services (workforce program information, guidance, training, and technical assistance) to the RWBs.

Workforce System's Statewide Brand

In 2012, the Legislature passed the Regional Workforce Boards Accountability Act, which, among other things, directed WFI to evaluate a means to establish a single, statewide brand for the state's workforce system.⁸ At the time of passage, each of the 24 RWBs maintained individual names, logos, and branding for each of their respective boards and the nearly 100 One-Stop Centers. The lack of a unified brand contributed to confusion among job seekers and employers who could have benefitted from the services being offered.⁹

WFI, in collaboration with the DEO, began the process of establishing single, statewide brand and identity.¹⁰ Statewide surveys of stakeholders were conducted to assess awareness and perceptions of the workforce system and to test proposed brand names and logos.¹¹ CareerSource Florida was strongly preferred by those surveyed,¹² and in May 2013, the WFI Board of Directors approved the new brand name, logo, and unified brand charter.¹³ Each RWB was allotted funding, based on its size, to assist with the brand transition. The board of directors also approved additional incentive funding for RWBs that met certain branding achievements within specified time frames.¹⁴

⁶ Sections 445.007 and 445.009, F.S.

⁷ Section 445.009(3), F.S.

⁸ Ch. 2012-29, s. 2, Laws of Fla.

⁹ Florida Dep't of Economic Opportunity, *Brand Implementation Guidelines* (October 31, 2013), available at <http://www.floridajobs.org/PDG/guidancepapers/BrandImplementationGuidelinesFinal.pdf> (last visited Dec. 15, 2014).

¹⁰ CareerSource Florida, Inc., *Statewide Brand Implementation Plan* (October 21, 2013) (on file with the Senate Committee on Commerce and Tourism).

¹¹ *Id.* at 30. The process engaged more than 1,500 business leaders, workforce professionals, employers, and job seekers.

¹² DEO, *Brand Implementation Guidelines*.

¹³ CareerSource Florida, *Statewide Brand Implementation* at 7.

¹⁴ DEO, *Brand Implementation Guidelines* at 6-8.

On February 10, 2014, WFI launched the new statewide brand, CareerSource Florida.¹⁵ With this launch, Florida became the first state to achieve a unified brand and logo for its workforce system. CareerSource Florida, Inc., was officially established with the Department of State on July 10, 2014.¹⁶

III. Effect of Proposed Changes:

Sections 1-3 and sections 5-59 amends ss. 11.45, 20.60., 216.136, 288.047, 288.0656, 288.1252, 288.901, 288.903, 295.22, 320.20, 331.3051, 331.369, 403.973, 409.1451, 413.405, 413.407, 414.045, 414.105, 414.106, 414.295, 414.55, 420.622, 443.091, 443.171, 443.181, 445.003, 445.004, 445.006, 445.007, 445.0071, 445.008, 445.009, 445.011, 445.014, 445.016, 445.021, 445.022, 445.024, 445.026, 445.028, 445.030, 445.033, 445.035, 445.038, 445.045, 445.048, 445.051, 445.055, 446.41, 446.50, 1003.491, 1003.492, 1003.493, 1003.51, 1003.52, 1004.015, 1011.80, and 1011.801, F.S., to replace all references to Workforce Florida, Inc., with its new name, CareerSource Florida, Inc.

Section 4 amends s. 218.077, F.S., to delete obsolete language.

Section 60 provides an effective date of July 1, 2015.

IV. Constitutional Issues:

A. Municipality/County Mandates Restrictions:

None.

B. Public Records/Open Meetings Issues:

None.

C. Trust Funds Restrictions:

None.

V. Fiscal Impact Statement:

A. Tax/Fee Issues:

None.

¹⁵ Press Release, CareerSource Florida, Inc., *Florida Activates New Unified Workforce Brand* (Feb. 10, 2014), available at <http://careersourceflorida.com/wp-content/uploads/2014/01/CareerSourceFloridaLaunchRelease.pdf> (last visited Dec. 15, 2014).

¹⁶ See <http://search.sunbiz.org/Inquiry/CorporationSearch/SearchResultDetail/EntityName/domnp-n14000006475-9e28c17f-a4d7-4a12-83d9-54bc7f3467c2/careersource%20florida/Page1>

B. Private Sector Impact:

To the extent that a private organization refers to Workforce Florida, Inc. (WFI), in any literature it produces, the private organization may incur minimal costs associated with updating the literature with WFI's new name, CareerSource Florida, Inc.

C. Government Sector Impact:

Governmental organizations that refer to Workforce Florida, Inc. (WFI), in any literature that they produce, may incur costs associated with updating the literature with WFI's new name, CareerSource Florida, Inc.

VI. Technical Deficiencies:

None.

VII. Related Issues:

None.

VIII. Statutes Affected:

This bill amends the following sections of the Florida Statutes: 11.45, 20.60, 216.136, 218.077, 288.047, 288.0656, 288.1252, 288.901, 288.903, 295.22, 320.20, 331.3051, 331.369, 403.973, 409.1451, 413.405, 413.407, 414.045, 414.105, 414.106, 414.295, 414.55, 420.622, 443.091, 443.171, 443.181, 445.003, 445.004, 445.006, 445.007, 445.0071, 445.008, 445.009, 445.011, 445.014, 445.016, 445.021, 445.022, 445.024, 445.026, 445.028, 445.030, 445.033, 445.035, 445.038, 445.045, 445.048, 445.051, 445.055, 446.41, 446.50, 1003.491, 1003.492, 1003.493, 1003.51, 1003.52, 1004.015, 1011.80, and 1011.801.

IX. Additional Information:**A. Committee Substitute – Statement of Changes:**

(Summarizing differences between the Committee Substitute and the prior version of the bill.)

None.

B. Amendments:

None.