

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 Fiscal Policy

BILL: SB 7002

INTRODUCER: Commerce and Tourism Committee

SUBJECT: Renaming Workforce Florida, Inc.

DATE: April 1, 2015 REVISED: _____

	ANALYST	STAFF DIRECTOR	REFERENCE	ACTION
	Siples	McKay		CM Submitted as Committee Bill
1.	Peacock	McVaney	GO	Favorable
2.	Hrdlicka	Hrdlicka	FP	Pre-meeting

I. Summary:

SB 7002 replaces all references currently made in the Florida Statutes to Workforce Florida, Inc., with CareerSource Florida, Inc., the new name of the organization.

II. Present Situation:

Florida has a three-tier system for the delivery of workforce services through the Department of Economic Opportunity, Workforce Florida, Inc., and the regional workforce boards.¹

Workforce Florida, Inc., (WFI) is a nonprofit corporation that sets the state’s workforce development policy and provides state-level planning, performance evaluation, and oversight to the Department of Economic Opportunity (DEO) and the 24 regional workforce boards.² The DEO serves as the fiscal and administrative agency and assists WFI in developing and disseminating policies, providing technical assistance, and monitoring a variety of workforce programs.³ Each of the 24 regional workforce boards (RWB) directly provides workforce services in local workforce areas through one-stop career centers.⁴ 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.

¹ Chapter 445, F.S. *See also* ch. 2000-165, L.O.F.

² WFI is Florida’s state workforce investment board. *See* 29 U.S.C. 2821. WFI operates under a performance-based contract with the DEO to provide statewide administration and coordination of workforce services.

³ Primarily through the Division of Workforce Services. The DEO is Florida’s lead state workforce agency.

⁴ The boards select contractors to operate the local one-stop career centers. *See also* ss. 445.004(11), 445.007, and 445.009(3), F.S. Each RWB operates under a charter approved by WFI and performance-based memorandums of understanding for program support services provided by the DEO “Program support services” provided by the DEO include workforce program information, guidance, training, and technical assistance. The DEO monitors the activities of each RWB and one-stop career center to ensure compliance with federal and state requirements.

Workforce System's Statewide Brand

In 2012, the Legislature passed the Regional Workforce Boards Accountability Act to direct WFI to evaluate a means to establish a single, statewide brand for the state's workforce system.⁵ 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 career centers. The lack of a unified brand contributed to confusion among job seekers and employers who could have benefitted from the services being offered.⁶

WFI, in collaboration with the DEO and the RWBs, began the process of establishing single, statewide brand and identity.⁷ Statewide surveys of stakeholders were conducted to assess awareness and perceptions of the workforce system and to test proposed brand names and logos.⁸ CareerSource Florida was strongly preferred by those surveyed,⁹ and in May 2013, the WFI Board of Directors approved the new brand name, logo, and unified brand charter.¹⁰ 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.¹¹

On February 10, 2014, WFI launched the new statewide brand, CareerSource Florida.¹² With this launch, Florida became the first state to achieve a unified brand and logo for its workforce system. Each RWB and one-stop career center uses an aligned regional brand name that starts with "CareerSource" and is followed by a regional identifier. CareerSource Florida, Inc., was officially established with the Department of State on July 10, 2014.¹³

III. Effect of Proposed Changes:

Sections 1 – 3 and 5 – 59 amend 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., respectively, to replace all references to Workforce Florida, Inc., with its new name, CareerSource Florida, Inc.

⁵ Section 445.007(13), F.S. (2013). Section 2, ch. 2012-29, L.O.F.

⁶ DEO, *CareerSource Florida Unified Brand Implementation Guidelines* (October 31, 2013), available at <http://www.floridajobs.org/PDG/guidancepapers/BrandImplementationGuidelinesFinal.pdf> (last visited Feb. 24, 2015).

⁷ CareerSource Florida, Inc., *Statewide Brand Implementation Plan* (October 21, 2013), p. 7, available at http://careersourceflorida.com/docking/StatewideBrandImplementationPlan_102113.pdf (last visited Feb. 24, 2015).

⁸ *Id.* at 30. The process engaged more than 1,500 business leaders, workforce professionals, employers, and job seekers.

⁹ DEO, *Brand Implementation Guidelines* at 2.

¹⁰ CareerSource Florida, *Statewide Brand Implementation* at 7.

¹¹ DEO, *Brand Implementation Guidelines* at 6-8.

¹² 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 Feb. 24, 2015).

¹³ See information on the Department of State, Division of Corporation's Sunbiz website by searching for "CareerSource Florida, Inc." available at <http://search.sunbiz.org/Inquiry/CorporationSearch/ByName> (last visited Feb. 27, 2015).

Sections 5, 7 – 11, 14, 16 – 19, 21, 23 – 28, 32, 33, 38, 43, and 46 – 53 make editorial and technical changes to ss. 288.047, 288.1252, 288.901, 288.903, 295.22, 320.20, 403.973, 413.405, 413.407, 414.045, 414.105, 414.295, 420.622, 443.091, 443.171, 443.181, 445.003, 445.004, 445.008, 445.009, 445.022, 445.033, 445.045, 445.048, 445.051, 445.055, 446.41, 446.50, 1003.491, and 1003.492, F.S., respectively,

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

Section 60 provides the act shall take effect on 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.

B. Private Sector Impact:

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

C. Government Sector Impact:

A governmental organization that refers to Workforce Florida, Inc., in any literature that it produces may incur costs associated with updating the literature with the new name, CareerSource Florida, Inc.

VI. Technical Deficiencies:

None.

VII. Related Issues:

None.

VIII. Statutes Affected:

This bill substantially 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.