Legislation Details (With Text)

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Title: A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving A Memorandum Of Understanding With The District Board Of Trustees Of Broward College, Florida, For Workforce Development Including Higher Educational, Technical And Occupational Training For Hollywood Residents.

Sponsors:

Indexes:

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Attachments: 1. 2019.06.19 Reso-Broward College_Clean.pdf, 2. MOU City of Hollywood-FINAL.pdf, 3. 2019.06.19 COH_BCUP Appendix A.pdf, 4. Term Sheet - Broward College MOU.pdf

Date	Ver.	Action By	Action	Result
7/3/2019	1	Regular City Commission Meeting	adopt	Pass

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving A Memorandum Of Understanding With The District Board Of Trustees Of Broward College, Florida, For Workforce Development Including Higher Educational, Technical And Occupational Training For Hollywood Residents.

Staff Recommends: Approval of the attached Resolution.

Explanation:

This City of Hollywood's mission is to make the City of Hollywood a secure, clean and desirable place to live, work and visit. A key component of this is creating a community that retains and promotes employment opportunities, economic growth and improved quality of life for all of its residents.

In an effort to position Broward County for job creation and investment opportunities, the City of Hollywood's economic development partner, the Greater Fort Lauderdale Alliance, conducted a workforce and skills gap analysis of the area workforce. The analysis examined the labor market for the 31 municipalities in Broward County, which includes the City of Hollywood. As a result of the analysis, select Broward County zip codes were identified as distressed based on a 2016 unemployment rate of 10 percent or higher and more than 14 percent of households being below the poverty level.

Broward College, through its community-centric program, Broward UP is working in collaboration with the Greater Fort Lauderdale Alliance, to develop programming to help address the finding of the workforce and skills gap analysis. The Broward Up program is focused initially on six zip codes in Broward County with disproportionately high unemployment rates, low education attainment, and low household income levels. The zip code 33023, which includes parts of the City of Hollywood, was identified as one of these six, with the zip code 33020 also identified as an area that could benefit from additional workforce and skills development.

The Memorandum of Understanding (MOU) between Broward College and the City of Hollywood is established for the purpose of providing a framework for a relationship under which the College and the City will cooperate to connect City of Hollywood students, employees, residents and businesses to opportunities for higher education, career development and entrepreneurship.

The goal of the MOU is to facilitate business and industry through an educated, well-trained workforce. Areas of cooperation may include but are not limited to, the following: 1) Design and deliver Broward College on-site workshops, courses and programs for Hollywood citizens; 2) Deliver certification training on identified City locations aligned to employment within the area; 3) Develop access strategy for City employees and residents for Broward College degrees and certifications; 4) Develop an articulation agreement with Hollywood 6-12 students in STEM and other fields; 5) Build a college and career readiness campaign for City of Hollywood residents and employees; and 6) Create entrepreneurial programming for City of Hollywood residents.

Recommended for inclusion on the agenda by:
Raelin Storey, Director, Communications, Marketing & Economic Development
Gus Zambrano, Assistant City Manager/Sustainable Development