

**PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS**

BOARD APPOINTMENT SUMMARY

Meeting Date: June 3, 2025
Department: CareerSource Palm Beach County, Inc.

I. EXECUTIVE BRIEF

Motion & Title: Staff recommends motion to approve: one (1) appointment to the CareerSource Palm Beach County, Inc. Board of Directors (Board) for the seat and term June 3, 2025 to June 2, 2029.

Appointment	Seat No.	Area of Representation	Nominated By
Matthew Rocco	3	Private Sector Representative	CareerSource Palm Beach County, Inc. Board of Directors

Summary: The Board’s mission is to develop a more efficient system to prepare Floridians for high skill and high wage jobs, and to oversee Welfare Reform, School-to-Work, and Adult/Literacy educational training. On October 22, 2024, the Board of County Commissioners (BCC) approved the Interlocal Agreement Palm Beach Workforce Development Consortium (R2024-1435) (Agreement), which replaced prior Agreements. The Agreement states the BCC will appoint private sector board members to assure a minimum 51% private sector majority. The federal Workforce Innovation and Opportunity Act requests that an emphasis be placed on Chief Executive Officers or highest level of management positions for both community and business sector appointments. CareerSource Palm Beach County Board of Directors approved the nomination of Matthew Rocco at their April 24, 2025 meeting. Matthew Rocco is the President of the South Florida Manufacturers Association. The Board is comprised of a minimum of 19 members with representation established as noted in Attachment 4. The Board has a maximum of 33 seats, 21 currently filled and a diversity count of Caucasian: 17 (81%), African-American: 2 (10%) and Hispanic: 2 (10%). The gender ratio (female:male) is: 8:13. Matthew Rocco is a Caucasian male. Staff is addressing the need to increase diversity within our boards and will continue to encourage this to expand this Board’s diversity. Countywide (HH)

Background and Justification: On October 22, 2024, the BCC approved the Agreement, which replaced the prior Interlocal Agreement Creating the Palm Beach Workforce Development Consortium (R2007-1220), as amended. The Agreement provides for the continuation of the Consortium, which consists of the following governmental entities: the Palm Beach County BCC, (which serves as the Local Elected Official (LEO) of the Local Workforce Development Area 21 (LWDA 21) composed of Palm Beach County); the City of Delray Beach; the City of Palm Beach Gardens; the City of South Bay; and the City of West Palm Beach. The Agreement provides that the County is designated as fiscal agent, grant recipient, and administrator of the Workforce Programs. The Agreement designates CareerSource PBC (CSPBC) as the administrative entity and Direct Provider of Services to operate and implement Workforce Programs and related programs in LWDA 21. The Agreement also provides that CSPBC staff are employees of the Consortium. The County and CSPBC entered into a Contract to Administer Grant Funds on December 16, 2014 (R2014-1894) (the Contract), which automatically renews annually, and which memorializes CSPBC’s responsibility to administer Federal and State Workforce Development Programs in Palm Beach County. The Contract was amended on April 19, 2016 (R2016-0532) (First Amendment) and July 10, 2018 (R2018-0966) (Second Amendment) to conform the Contract with County contract terms and bring it into compliance with changes in State law.

- Attachments:**
- 1. Palm Beach County Board of County Commissioners Boards/Committees Application
 - 2. Resume: Matthew Rocco
 - 3. Letter of Nomination: Matthew Rocco
 - 4. CareerSource Palm Beach County, Inc. Board Membership Roster

Recommended by:  **Department Director** 4/24/2025
Date
Julia Dattolo, President/CEO CareerSource Palm Beach County, Inc.

Legal Sufficiency:  **Assistant County Attorney** 4-29-25
Date

II. REVIEW COMMENTS

A. Other Department Review:

Department Director

PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS
BOARDS/COMMITTEES APPLICATION

The information provided on this form will be used in considering your nomination. Please **COMPLETE SECTION II IN FULL**. Answer "none" or "not applicable" where appropriate. Please attach a biography or résumé to this form.

Section I (Department): (Please Print)

Board Name: CAREERSOURCE PALM BEACH COUNTY, INC. Advisory [] Not Advisory [X]

[X] At Large Appointment or [] District Appointment /District #:

Term of Appointment: 4 Years. From: 06/03/2025 To: 06/02/2029

Seat Requirement: PRIVATE SECTOR REPRESENTATIVE Seat #: 3

[]*Reappointment or [X] New Appointment

or [] to complete the term of Due to: [] resignation [] other

Completion of term to expire on:

*When a person is being considered for reappointment, the number of previous disclosed voting conflicts during the previous term shall be considered by the Board of County Commissioners: N/A

Section II (Applicant): (Please Print)

Name: Rocco Matthew R
Last First Middle

Occupation/Affiliation: President
Owner [] Employee [] Officer [X]

Business Name: South Florida Manufacturers Association

Business Address: 1451 W. Cypress Creek Road, Suite 300

City & State Fort Lauderdale, Florida Zip Code: 33309

Residence Address: 630 E Woolbright Road, Unit 415

City & State Boynton Beach, Florida Zip Code: 33435

Home Phone: N/A Business Phone: 954-941-3558

Cell Phone: 954-682-7355 Fax: N/A

Email Address: mrocco@sfma.org

Mailing Address Preference: [X] Business [] Residence

Have you ever been convicted of a felony: Yes No [X]
If Yes, state the court, nature of offense, disposition of case and date:

Minority Identification Code: [X] Male [] Female
[] Native-American [] Hispanic-American [] Asian-American [] African-American [X] Caucasian

Section II Continued:

CONTRACTUAL RELATIONSHIPS: Pursuant to Article XIII, Sec. 2-443 of the Palm Beach County Code of Ethics, advisory board members are prohibited from entering into any contract or other transaction for goods or services with Palm Beach County. Exceptions to this prohibition include awards made under sealed competitive bids, certain emergency and sole source purchases, and transactions that do not exceed \$500 per year in aggregate. These exemptions are described in the Code. This prohibition does not apply when the advisory board member's board provides no regulation, oversight, management, or policy-setting recommendations regarding the subject contract or transaction and the contract or transaction is disclosed at a public meeting of the Board of County Commissioners. **To determine compliance with this provision, it is necessary that you, as a board member applicant, identify all contractual relationships between Palm Beach County government and you as an individual, directly or indirectly, or your employer or business.** This information should be provided in the space below. If there are no contracts or transactions to report, please verify that none exist. Staff will review this information and determine if you are eligible to serve or if you may be eligible for an exception or waiver pursuant to the code.

<u>Contract/Transaction No.</u>	<u>Department/Division</u>	<u>Description of Services</u>	<u>Term</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

(Attach Additional Sheet(s), if necessary)
OR

NONE

☒

NOT APPLICABLE/
(Governmental Entity)

☐

ETHICS TRAINING: All board members are required to read and complete training on Article XIII, the Palm Beach County Code of Ethics, and read the State Guide to the Sunshine Amendment, **Article XIII**, and the training requirement can be found on the web at: <http://www.palmbeachcountvethics.com/training.htm>. Ethics training is on-going, and pursuant to PPM CW-P-80 is required before appointment, and upon reappointment.

☒ By signing below I acknowledge that I have read, understand the Sunshine Law Overview for Advisory Board Members and agree to abide by the Florida Sunshine Law and the Florida and Palm Beach County Code of Ethics, and I have received the required Ethics training (in the manner checked below):

☒

By watching the training program on the Web, DVD or VHS on 3/23/2025

☐By attending a live presentation given on _____, 2025

AND

☒ By signing below I acknowledge that I have read, understand and agree to abide by the Guide to the Sunshine Amendment & State of Florida Code of Ethics:

*Applicant's Signature: Matthew Rocco Printed Name: Matthew Rocco Date: 04/01/25

Any questions and/or concerns regarding Article XIII, the Palm Beach County Code of Ethics, please visit the Commission on Ethics website www.palmbeachcountyethics.com or contact us via email at ethics@palmbeachcountyethics.com or (561) 233-0724.

Return this FORM to:
ATTN: Mary Mullen-Butler, mmullen@careersourcepbc.com
CareerSource Palm Beach County, Inc.
3400 Belvedere Road, West Palm Beach, Florida 33406

Section III (Commissioner, if applicable):
Appointment to be made at BCC Meeting on: _____

Commissioner's Signature: _____ Date: _____

Curriculum Vitae

Develops programs to create a learner-centered environment, designs and implements initiatives to increase growth, and aligns with internal departments and external organizations to advance interests of institutions. Experience working directly with senior management and Boards of Directors to implement programs that align with short and long-term strategic planning. Expertise includes executing and implementing short and long-term initiatives, working with the community and stakeholders to achieve results, and identifying opportunities to promote growth. Additional expertise includes effectively presenting to groups ranging in size from 10 to over 400

PROFESSIONAL EXPERIENCE

South Florida Manufacturers Association
Fort Lauderdale, Florida

2017 – present

President

The South Florida Manufacturers Association (SFMA) has the distinction of being the #1 resource for manufacturers in South Florida since 1961 and is considered one of the largest regional manufacturing associations in the State of Florida. As President, I was responsible for the overall management of SFMA to include industry functions, execution of strategic objectives, public relations, management of staff, membership retention and recruitment, and overall financial performance.

Key Responsibilities:

- Built relationships within the manufacturing, business, and education communities to enhance and promote SFMA to ensure community presence.
- Led and oversaw membership growth and developing membership retention strategies.
- Ensured a high standard of excellence and quality of services provided to members.
- Inspired, led, and managed a team of employees, members, volunteers, and volunteer chairs.
- Provided leadership and direction toward the achievement of SFMA's financial plan and objectives.
- Ensured all SFMA-associated training programs were relevant to the membership and potential members.
- Developed and reported on metrics to measure progress in the execution of the strategic plan.
- Conducted monthly Board of Director meetings including distribution of meeting minutes, financial status and tracking of SFMA Board-delegated actions.
- Oversaw the overall operations of the Association.

Sampling of Accomplishments:

- **Partnership, Networking, and Community Building:**
 - Built key relationships with the prominent economic development organizations in Palm Beach, Broward, and Miami Dade counties and throughout the state of Florida (e.g., Florida Chamber of Commerce)
 - Secured Memorandums of Understanding with the key economic development councils.
- **Operational Performance:**
 - **Membership Growth:**
 - Overall average for new membership growth was 13 percent year-over-year. New memberships increased by an average of 47 percent year-over-year during the first two fiscal years and then decreased due to Covid in subsequent fiscal years.
 - Member retention rates were an average of 90 percent year-over-year.
 - **Fundraising, Event Management, and Revenue Growth:** The overall average for net revenue growth for major, signature events was 36 percent year-over year.

- **Grants:** Worked with our key partners to secure over \$1 million in state funded, workforce training grants for the Association's members.
- **Economic Impact:** Strategic collaboration and consultation with our business advisors yield an economic impact of \$1.5 billion to the manufacturing industry in South Florida.
- **Other:** Developed new revenue streams and programs that were non-traditional to the Association's operations. This led to over \$80,000 since 2019.
- **Awards:** The SFMA was awarded the Education Partner of the Year Award from the Greater Fort Lauderdale Alliance in October 2019.
- **Member and Volunteer Involvement:**
 - Grew the association's committee structure from one to six committees. Notable committees formed were Women in Manufacturing, Environmental Health & Safety, Workforce Readiness, and New Membership and Ambassador.
 - Instituted the first ever Volunteer of the Year Award.
 - Grew the volunteer base and involvement from just over 30 to approximately 100.

Fayetteville Technical Community College
Fayetteville, North Carolina

2022 – 2023

Faculty, Business Administration

Instructed Associate degree-seeking students in the areas of Business Law and Supervision and Management. Instructs an average class size of 30 students in traditional, online and hybrid (traditional and online components) classes in 16-week and 8-week semesters. Educates students using various critical thinking methods, such as Socratic Questioning and case study/scenario-based problem solving, to enhance the pedagogy. Mentors at-risk students using coaching skills on learning techniques to improve performance in the classroom.

Broward College, a top-three Aspen nationally ranked state college serving nearly 68,000 students. 2010 – present
Fort Lauderdale, Florida

Assistant Professor and Instructor (Interim (2010 – 2014) and Adjunct Professor (2014 – Present)

Instructs Associate and Bachelor degree-seeking students in the diverse areas of Business Law, Business Math, Personal and Corporate Finance, Principles of Management, Strategic Management, and the Capstone course in the Bachelors program for Supervision and Management.

Manager, Corporate Relations (2014 to 2017)

Developed comprehensive, systematic outreach plans for working intently with the business community to create robust corporate partnerships focused on corporate training, student recruitment, internships and career placements, and the development of certificate programs for credit and non-credit programs. Aligned with internal college-wide departments on initiatives that advanced Broward College's mission and goals of its strategic plan.

- Developed and implemented the first ever "Concierge Corporate Enrollment Services Plan" to work with employees of the College's corporate partners to utilize their tuition reimbursement program with Broward College as the exclusive educational partner for degree and certificate programs. This was designed to provide a one-stop shop enrollment services event onsite at the corporation where employees could apply to the College and register for classes in the same setting.
- Partnered with the *Disney Institute* to provide a one-day customer service training to the business community. The program was "sold out" at 320 paid registrations (60 percent above our goal).

Coordinator of the Linking Education and Employment Outcomes (LEEO) Project (2013 to 2016)

This was a supplemental position in addition to my full-time role. The Linking Education and Employment Outcomes (LEEO) project was a collaborative effort between Broward College and the Broward County Public School District (BCPS) designed to connect economic development, employment, and education outcomes by bridging the gap between academia and industry through relevant, project-based learning. LEEO leveraged a working relationship between mentors from Broward College faculty, industry partners, and BCPS classroom teachers to design, implement, and execute classroom projects.

- Recruited and selected Broward College faculty to be mentors to high school and middle school teachers within BCPS. This included managing a team of 15 and overseeing their work with their assigned schools.
- Designed, executed, and implemented an Executive Leadership Symposium to train students on important workplace issues such as leadership, business etiquette, networking, and diversity in the workplace.

Chairperson of the Quality Enhancement Plan (QEP) (2012 – 2013)

This was a supplemental position in addition to my full-time role. Served in an academic leadership position managing the development of Broward College's Quality Enhancement Plan (QEP) to assess a deficiency in student learning and improve that deficiency in the classroom. The QEP was an integral part of the College's reaffirmation of accreditation for the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC).

- Managed a team of 25 consisting of Faculty, Deans, Directors, and Associate Vice Presidents to create a systematic process for broad-based, college-wide involvement in designing the QEP. This was used based on interpreting the core requirements and comprehensive standards outlined in the *Principles of Accreditation for Quality Enhancement*.
- Planned, executed, and managed the development of the QEP, selected statistical models to assess learning outcomes of the QEP and partnered with internal departments and externally to exchange information and collaborate on projects.
- Worked directly with Finance and Budget to create a \$1.2 million budget for the QEP. This was approved by the Broward College Board of Trustees.
- Facilitated focus group sessions to present the importance of the QEP to the College and external community to generate topic ideas. Over 140 individuals attended and eight topics with 26 strategies were submitted.
- **Result:** The QEP was approved by SACSCOC without any recommendations.

Associate Dean for Academic Affairs of Business Administration, Davie, Florida (2011 – 2012)

In an academic leadership and management position, administered and coordinated all financial and operational matters related to student learning, instruction, curriculum development, course scheduling, program advising, and revision of Business Administration programs. Resolved student academic issues and settled personnel (faculty and staff) needs and issues.

- Worked with students and faculty in resolving cases of academic impropriety as they arose.
- Collaborated with key program managers to ensure the learning outcomes matched the State of Florida's framework. The Hospitality/Tourism degree program was revised, and another program was deleted based on the review conducted.
- Administered financial/budgetary matters relating to the operations of the department and college mission.

- Hired qualified professors (both full-time and adjunct) based on the needs of the department and in accordance with SACS accreditation standards.
- Evaluated faculty performance through classroom observations and based on the observations, coached faculty members on best practices for teaching methods. Positive feedback in subsequent semesters was seen on student surveys of faculty.
- Designed and implemented the first Executive Leadership Symposium for Bachelor students in the Supervision and Management Program. Partnered with executives from IBM, Sears Holdings, Doubletree/Hilton and the President of an executive coaching program. Over 70 students learned business etiquette skills, decision making skills emphasizing business ethics, interviewing techniques, and networking and branding strategies for employment.
- Established the first Toastmasters Chapter for students at Broward College to train them on developing effective communication and leadership skills.

Law Offices of Finizio and Finizio – Fort Lauderdale, Florida

2007– 2010

Law Clerk

A full-service international law firm specializing in the areas of personal injury, family law, medical malpractice, and other civil litigation matters. Reported to the managing partners supporting a staff of three attorneys and six paralegal/administrative support assistants. Managed a regular case load consisting of preparing legal memoranda, drafted demand letters to insurance companies and negotiated settlement offers with insurance adjusters.

****Job experience prior to 2007 provided upon request.**

EDUCATION

Juris Doctorate , Nova Southeastern University, Fort Lauderdale, Florida	2010
Master of Business Administration , Nova Southeastern University, Fort Lauderdale, Florida	2005
Bachelor of Arts , Business Administration, Florida Atlantic University, Boca Raton, Florida	2002
Associate of Arts , Business Administration, Broward Community College, Fort Lauderdale, Florida	2000

INTELLECTUAL CONTRIBUTIONS

- *Presenter, Association of Caribbean University, Research and Institutional Libraries (ACURIL) Conference, June 2017.* Research topic and Presentation: Critical Thinking vs. Fake News – Strategies for Combat in a Digital Arena.
- *Presenter, University College of the Cayman Islands (UCCI) Caribbean Conference: "Towards a Corruption Free Caribbean," March 2014.* Research Topic and Presentation: Ethics and Values in Higher Education - "As Educators and Practitioners, What Can We Do?"
- *Broward College's Quality Enhancement Plan (QEP), 2013.* Research methodology was used to select the topic of Critical Thinking that would define a college-wide initiative to improve deficiencies in student learning. Statistical models were selected to assess learning outcomes of the QEP. A comprehensive research document and proposal was submitted to SACSCOC and findings were accepted without recommendations.

CIVIC ENGAGEMENT

Board of Director , Pompano Beach Chamber of Commerce	<i>2018 to Present</i>
Board of Director , Pompano Beach Chamber of Commerce	<i>2018 to Present</i>
Business Retention and Visitor's Outreach (BRAVO) , Greater Fort Lauderdale Alliance	<i>2014 to Present</i>
Board of Directors (Vice President) , iLCircolo – the Italian Cultural Society of Palm Beach	<i>2015 to 2021</i>
Membership Committee Member , Greater Fort Lauderdale Chamber of Commerce	<i>2016 to 2017</i>
Board of Directors (Vice President) , Thomas W. McCormick Scholarship Fund	<i>2015 to 2017</i>
Board of Directors , Partners in Education	<i>2015 to 2017</i>
Board of Directors , South Florida Manufacturer's Association	<i>2014 to 2017</i>
Co-Chair , Emerging Leaders Group at Broward College	<i>2014 to 2017</i>
Board of Directors , Gold Coast Jazz Society	<i>2013 to 2017</i>
Board of Directors , Broward Days	<i>2015 to 2016</i>
Advisory Board Member , Village Square – Broward College	<i>2014 to 2016</i>
Executive Council Board Member , Legal Aid of Broward County	<i>2014 to 2016</i>
Connect Florida, Class V Member , a division of Leadership Florida	<i>2014 to 2015</i>

PROFESSIONAL ACCOMPLISHMENTS

- Recipient of the 2021 Apogee Award from the South Florida Business and Wealth Magazine. This award recognizes C-Suite leaders for their service to their industries and communities.
- The South Florida Manufacturers Association was awarded the Education Partner of the Year Award from the Greater Fort Lauderdale Alliance in October 2019.
- White Belt Certification in Six Sigma, *2016*
- President's Leadership Academy (Class of 2015-2017), Broward College
- Featured guest on WLRN's Topical Current radio show to discuss the importance of soft skills and communication and ways to overcome fears of public speaking, *December 2015*
- Broward College Employee of the Month for Supplier Diversity, *October 2015*
- Founding Member of the Emerging Leaders Group, Broward College, *2014*
- Founding Member and President of Toastmasters International, Broward College Chapter, *October 2013*
- Inducted into Broward College's Alumni Hall of Distinction, Emerging Leader Category, *September 2013*
- Founding Member and President of Toastmasters International, Nova Southeastern Law Center, *October 2008*
- Competent Communicator Certification, Toastmasters International, *2007*
- President of Toastmasters, Greater Fort Lauderdale Chapter, *2006 – 2007*
- Vice President of Toastmasters, Greater Fort Lauderdale Chapter, *2005 – 2006*

March 24, 2025

Ms. Julia Dattolo, President & Chief Executive Officer
CareerSource Palm Beach County, Inc.
3400 Belvedere Road
West Palm Beach, Florida 33406

RE: Appointment of Mr. Matthew Rocco to CareerSource Palm Beach County, Inc.
Board of Directors

Dear Ms. Dattolo:

On behalf of Terumo Aortic, it is my pleasure to recommend the appointment of Matthew Rocco to serve on the CareerSource Palm Beach County, Inc. board of directors. He will make an outstanding addition to the CareerSource Palm Beach County, Inc. board and embody its mission to provide workforce development, job training and employment services for the businesses and citizens of Palm Beach County.

Mr. Rocco is extremely knowledgeable of the issues and concerns of Palm Beach County, and we feel he will be an asset to your organization. It is our belief that CareerSource Palm Beach County, Inc. will benefit greatly from his knowledge and experience. We believe he is qualified to serve in this important role.

If you need additional information, I may be contacted by phone at 954-626-5133.

Sincerely,



Donna Bean

Associate Vice President, Human Resources

CAREERSOURCE PALM BEACH COUNTY, INC.
BOARD MEMBERSHIP ROSTER

- 1. Alex Dobin
- 2. Alyssa Freeman
- 3. Carla Leaty
- 4. Christopher Cothran
- 5. David M. Gobeo
- 6. David Markarian
- 7. David Talley
- 8. Deana Pizzo
- 9. Dr. Tunjarnika Coleman-Ferrell
- 10. Elizabeth Rochaine
- 11. George Elmore
- 12. Jeffery Bailey
- 13. John Boggess
- 14. Libbey Webb
- 15. Commissioner Marci Woodward
- 16. Michael J. Burke
- 17. Richard Radcliffe
- 18. Ricky Wade
- 19. Timothy Dougher
- 20. Vivian Demille
- 21. Zachary Cassidy