

CareerSource Tampa Bay

Minutes of Ad Hoc Strategic Planning Committee Meeting

Date: October 15, 2020
Location: Zoom Meeting

Call to Order

Vice Chair Mike Bach called the meeting to order at 3:01 p.m. There was a quorum present with the following Ad Hoc Strategic Planning Committee members participating. John Flanagan introduced Michelle Zieziula as the new CIO, Chief Impact Officer of CSTB.

Board Members in attendance

Michael Bach, Dr. Ginger Clark, Steve Morey, Richard Padilla, and Sophia West.

Board members not in attendance

Benjamin Hom.

Staff Present

John Flanagan, Michelle Schultz, Michelle Zieziula, and Tammy Stahlgren.

BOCC Liaison/Representative

None.

The items are listed in the order of discussion.

-  **Indicates Committee Action**
-  **Indicates Action Needed**

Pledge of Allegiance

The Pledge of Allegiance was led by Mike Bach.

Public Comments

There were none.

Review the charge of the committee

The purpose of this committee is to develop for the Board, a thoughtful and impactful strategic plan that will be in sync with the service providers. Our goal is to bring the strategic plan to the Workforce Board meeting January 2021. The purpose of the plan developed by the Board is to provide a document of direction which meets the needs of the community and will be the guide for CSTB to follow suit as an organization.

Update from August 2019 Workforce Board meeting.

There were two sets of action steps that came out of the meeting, one came from the board members and the other came from results of the survey. The survey pointed out that the first and foremost the partners want transparency. They expect excellent customer service and increased short term skills certification. The board expressed a desire for alignment of plans with other organizations, alignment of plans with the County Commissioners, and develop a strategic plan.

Current Status

John Flanagan gave a brief overview of relationships that he has been developing since the pandemic has begun. The county has entrusted this board with \$25 million dollars for the CARES/R3 Program. We need to continue to take all the input from our funders and our community partners.

Local Priorities

The local priorities, mission statement and core values were reviewed. Suggested additions included: Execution, Excellence, Sustainably, Training, Technology-focused, Work-from-Home. There was discussion about making Youth Development its own pillar as part of the strategic plan separate from the existing pillar of services.

Review Survey Results

There were 81 responses received. Long Term Strategies included responses on key workforce challenges that CSTB would like to overcome. There was no other discussion about the survey results.

The following points were made during open discussion:

- Emerging occupation areas and supportive service needs.
- Long-term strategies for talent– disconnected youth, aging workforce.
- Challenges to wage advancement – How do we align with initiatives focused on advancement of the working poor (UW Alice) to obtain family sustaining wages?
- Focus on skill develop in the right industries and jobs lead to increased wages
- Need strategic vision.
- Decreased need for brick and mortar, increased need for virtual services. Prioritize virtual services operations.
- Career pathways – spend time with companies to encourage discussions with employees on available career pathways. Opportunity costs of employees leaving for jobs that pay slightly more.
- PWE and career exploration for youth – expand opportunities in the business communities, program goal to be self-sustaining.
- How did the pandemic shift our thinking? What is our role in rebuilding these sectors in the community?
- What jobs were lost and not coming back? Where are the jobs now? When do we disengage with job seekers – after they are on a stable career pathway, not just after they get a job? As a system, we focus on placement and not necessarily retention. How can individuals be supported down the road – one year, four years?
- Need a reinvention of the CareerSource Tampa Bay brand, brand specific programs, attach back to the mothership brand.

Next Steps:

- Meeting 2: Identify realistic strategies, what is the same, what is different.
- Meeting 3: Research and compare priorities and strategies of peers.
- Meeting 4: Bring the plan home, wrapping up final draft and present to the committee for preliminary approval.
- Board approval at 1/21/ 2021 meeting.

Adjournment

The meeting was adjourned at approximately 4:05 p.m.

Minutes submitted by Tammy Stahlgren, Administrative Services Coordinator.