



Thursday, December 3, 2020 – 1:00 PM
ZOOM Meeting

Ad Hoc Strategic Planning Committee Agenda

- I. **Welcome and Roll Call** Ben Hom, Chair
- II. **Pledge of Allegiance** Mike Bach
- III. **Public Comments**
- IV. **Action Items**
 - 1. Approval of Minutes – November 5, 2020 Ad Hoc Strategic Planning Committee .. Page 2
- V. **Discussion Items**
 - 1. Review of Draft Strategic Priorities Michelle Zieziula, Page 4
 - 2. Review Strategic Plan Priority Survey Michelle Zieziula, Page 5
 - 3. Next Steps
- VI. **Adjournment**

Next Ad Hoc Strategic Planning Committee Meeting – 12/15/2020



CareerSource Tampa Bay

Minutes of Ad Hoc Strategic Planning Committee Meeting

Date: November 5, 2020
Location: Zoom Meeting

Call to Order Chair Ben Hom called the meeting to order at 2:00 p.m. There was a quorum present with the following Ad Hoc Strategic Planning Committee members participating:

Board Members in attendance

Benjamin Hom, Michael Bach, Dr. Ginger Clark, Richard Padilla, and Sophia West.

Board members not in attendance

Steve Morey.

Staff Present

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

BOCC Liaison/Representative

Ken Jones.

Others

Mike Lawrence - CWA
Roy Vanderford - CWA

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 John Flanagan.

Public Comments

There were none.

▶ Action Item 1 - Approval of Minutes:

October 15, 2020 Ad Hoc Strategic Planning Committee Meeting Minutes

- A motion to approve the minutes of the Ad Hoc Strategic Planning Committee Meeting Minutes.
 - Motioned: Dr. Ginger Clark
 - Seconded: Mike Bach
- The motioned passed unanimously.

Review Previous Meeting

Mike Lawrence gave a brief recap of questions generated during the previous meeting. What is our realistic strategy? What are our current resources? What can we afford, and what do we anticipate our resources to be moving forward? What additional resources can we solicit?

Identifying Realistic Strategies

Areas of consideration:

- How does the design of our system change to meet changes in the next year?
- This discussion should be more strategic and less operational. System design as a possible strategic priority. System needs to be reimagined – WIOA is very similar to WIA.
- How can we diversify funding and build unrestricted revenue to meet community needs, serve more individuals, and support sustainability?
- Are we built the right way – tech, services?
- Brand perception –what does CSTB mean to people?

- CARES funding helped expand the services we can provide because it does not have the typical DOL requirements.
- How do we increase the impact in the community? More funds, different eligibility requirements.
- Revenue generation programs –
 - Fractional HR assistance for small businesses – resource to help them operate at scale.
 - Access to data.
- Need to improve relevance to businesses and expand services to help anyone who needs assistance.
- Youth engagement – how do we serve a broader range of youth?
- Not what we do, but how do we best apply our resources?
- We need to find a way to engage all youth and expand services to adults with barriers.
 - We need to focus on all youth, not just those with barriers. CSTB does not have the capacity to serve every low wage worker separated from employment. We need to expand reach to adults with the most significant barriers to employment.
- Need to bring the Board into the discussion soon - methods to engage the full Board on the strategic priorities proposed by the committee--
 - Initial survey.
 - Virtual meeting with breakouts.

Current Resource Review

Currently, 90% of resources we receive are restrictive and based on eligibility requirements (WIOA, TNF, WP, etc. How can change the design of our system over the coming years to meet some of the new realities that we're going to face? How do we move or build an unrestricted revenue source that really allows us to be more flexible and fulfill some community needs, not just from an eligibility standpoint, but from a scalability standpoint.

Anticipated Affordable Sustainable Priorities

Themes of discussion:

- System Design
 - Overhaul system and how we provide services in the community
- Revenue Generation
- Expand services
- Promote talent growth in the region
- Community engagement
 - Support veterans and transitioning service members
 - Other populations
 - Employers

Next Steps / Other Business

1. Develop format of framework, notify board
2. Disseminate survey to the board
3. CWA peer review with frameworks
4. Progress review at next Board meeting

The next meeting is scheduled for December 3, 2020.



Information Item # 1 CSTB DRAFT Strategic Priorities

The intent of the Board of Directors Strategic Plan is to expand the work of CSTB – both upward and outward - to more effectively provide workforce services to job seekers and businesses in Hillsborough County. Based on committee meetings and discussion, the post-COVID-19 survey responses collected in July 2020, and independent research regarding key areas of workforce development, the following priorities are listed below for your consideration:

1. **Community Awareness** – to include increasing strategic partnerships; refining brand perception; improving relevance to businesses and the greater community; reporting and visually demonstrating the successes and impact of the agency; and growing the mission of the organization to create positive community awareness, build relationships and broaden foundation of support.
2. **Connecting Job Seekers to Careers**—Expand the American Job Center and public workforce systems, both traditional and virtual, to more effectively connect job seekers to appropriate careers. This will include better connections to our state-of-the-art universities, colleges and short-term training and certification providers, working with our businesses to improve on the job training opportunities, and developing and connecting to apprenticeship programs targeted to meet our employer’s needs. Enhancing our strong relationships with economic and community development.
3. **Future Workforce** – to include youth engagement (both in school and out of school); serving the post-COVID-19 workforce; promoting talent growth and retention in the region; addressing skills gaps; adapting to the future of work, including increased remote work capabilities and digital skills; and preparing for changing economic impacts, such as economic and population growth.
4. **Revenue Diversification** – Realizing financial sustainability for the organization through new and expanded revenue sources and programs (ex. fractional HR and access to data), helping to improve our ability to serve additional populations in the community.
5. **System Redesign** – to include restructuring how we do business and provide workforce services to the broader community, increasing virtual services and access; expanded services and outreach to diverse populations; modified business services approach, and improving efficiency and productivity in our operations.



Information Item # 2

CSTB Board of Directors – Strategic Plan Priorities

The Tampa/ Hillsborough region is experiencing tremendous population and business growth. While exciting, this expansion will require Hillsborough County and its CSTB Workforce Development Board to plan more broadly for the many workforce challenges and opportunities we will experience in the next five years. In the short term, we will recover from the many impacts of Covid-19. The experience will offer us occasion to better plan and design strategies to address the challenges. In the longer term, we will refine our approach to seize those opportunities and move the needle in connecting talent to our employer base.

The intent of the Board of Directors Strategic Plan is to expand the work of CSTB – both upward and outward - to more effectively provide workforce services to job seekers and businesses in Hillsborough County. Based on committee meetings and discussion, the post-COVID-19 survey responses collected in July 2020, and independent research regarding key areas of workforce development, the following priorities are listed below for your consideration:

1. **Community Awareness** – to include increasing strategic partnerships; refining brand perception; improving relevance to businesses and the greater community; reporting and visually demonstrating the successes and impact of the agency; and growing the mission of the organization to create positive community awareness, build relationships and broaden foundation of support.
2. **Connecting Job Seekers to Careers**—Expand the American Job Center and public workforce systems, both traditional and virtual, to more effectively connect job seekers to appropriate careers. This will include better connections to our state-of-the-art universities, colleges and short-term training and certification providers, working with our businesses to improve on the job training opportunities, and developing and connecting to apprenticeship programs targeted to meet our employer’s needs. Enhancing our strong relationships with economic and community development.
3. **Future Workforce** – to include youth engagement (both in school and out of school); serving the post-COVID-19 workforce; promoting talent growth and retention in the region; addressing skills gaps; adapting to the future of work, including increased remote work capabilities and digital skills; and preparing for changing economic impacts, such as economic and population growth.
4. **Revenue Diversification** – Realizing financial sustainability for the organization through new and expanded revenue sources and programs (ex. fractional HR and access to data), helping to improve our ability to serve additional populations in the community.
5. **System Redesign** – to include restructuring how we do business and provide workforce services to the broader community, increasing virtual services and access; expanded services and outreach to diverse populations; modified business services approach, and improving efficiency and productivity in our operations.

Further defined operational goals and objectives will be developed from these key impact areas. This plan will be reviewed annually to certify relevance and long-term sustainability. Ongoing communication with the Board will elevate outcomes and ensure responsiveness to the community, pivoting as industry and regional needs change to support the broader workforce development agenda.

Board of Directors Survey

1. Please rank the proposed impact areas in order of importance.
2. Please list any additional impact areas the board should consider and/or any comments regarding the strategic priorities of the board.



CareerSource Tampa Bay
4902 Eisenhower Blvd., Suite 250 | Tampa, FL 33634
CareerSourceTampaBay.com

Copyright © CareerSource Tampa Bay. All Rights Reserved.

CareerSource Tampa Bay is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers listed on this website may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711.

A proud partner of the American  JobCenter network