

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.

The meeting was adjourned at 2:59 p.m.

Minutes submitted by Tammy Stahlgren, Administrative Services Coordinator.