

CareerSource Tampa Bay

Minutes of Ad Hoc Strategic Planning Committee Meeting

Date: December 3, 2020
Location: Zoom Meeting

Call to Order Chair Mike Bach called the meeting to order at 1:02 p.m. There was a quorum present with the following Ad Hoc Strategic Planning Committee members participating.

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.

Others

Mike Lawrence – CWA

Sharron Parry – 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 Mike Bach.

Public Comments

There were none.

▶ Action Item 1 - Approval of Minutes:

November 5, 2020 Ad Hoc Strategic Planning Committee Meeting Minutes

- A motion to approve the minutes of the November 5, 2020 Ad Hoc Strategic Planning Committee Meeting Minutes.
 - Motioned: Richard Padilla
 - Seconded: Steve Morey
- The motioned passed unanimously.

Information Items

Information Item #1 Review of 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. Future Workforce
2. Revenue Diversification.
3. Connecting Job Seekers to Careers
4. Community Awareness
5. System Redesign

The following discussions ensued:

- Focus on priorities that represent the direction of the board long-term in the next five years
- Align various plans under priority items and identify realistic strategies
- Priorities 1-3 focus outward in the community, 4-5 are more internal facing.
- Need to define sub-initiatives and create SMART goals
- Was the internal talents of CSTB taken into consideration? How does CSTB acquire and keep talent to accomplish our goals? How do we invest in our talent development? How to be a model employer and implement community standards? Implied under system redesign but may need to be specified.
- Plan timeline – 2-3 years
- Impact areas will be interrelated, include IT throughout (implied in System Redesign)
- Assign goals to committees for oversight?
- Brand awareness in a single document - CSTB will brand the strategic plan to use as a marketing piece, incorporate Talent Meets Opportunity.
- Change the layout for the presentation of these priorities

Information Item #2 Review Strategic Plan Priority Survey

The survey will ask respondents to rank the five priorities in order of importance to CSTB's new strategic plan. It also asks for input about the proposed key priorities and for suggestions of any additional priorities that should be considered.

A goal of the survey is to involve the local government and community partners such as BOCC, as well as CareerSource Florida, for feedback and possible resources. This will also demonstrate the positive change that is happening locally.

Next Steps / Other Business

- Strategic priorities will be sent to the Board as a survey – responses due by 12/9.
- Items to be presented at the next meeting:
 - Some draft goals and objectives for each priority to be included as examples
 - Presentation of survey results
 - Peer reviews from CWA

The next meeting is scheduled for December 15, 2020.

The meeting was adjourned at 1:47p.m.

Minutes submitted by Tammy Stahlgren, Administrative Services Coordinator.