

## **CareerSource Tampa Bay Minutes of Ad Hoc Strategic Planning Committee Meeting**

**Date:** April 20, 2021  
**Location:** Zoom Meeting

### **Call to Order**

Chair Ben Hom 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, Benjamin Hom, Steve Morey, Richard Padilla, and Sophia West.

### **Board Members not in attendance**

None

### **Staff Present**

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

### **BOCC Liaison/Representative**

Ken Jones

### **Others Present**

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 Mike Bach.

### **Public Comments**

There were none.

### **▶ Action Item 1 - Approval of Minutes:**

January 7, 2021 Ad Hoc Workforce Performance Committee Meeting Minutes

- A motion to approve the minutes of the January 7, 2021 Ad Hoc Workforce Performance Committee Meeting Minutes.
  - Motioned: Michael Bach
  - Seconded: Richard Padilla
  
- The motioned passed unanimously.

### **Strategic Plan update - given by Michelle Zieziula**

There has been a tremendous amount of work within our committees identifying goals for the five priority areas. We have conducted a survey for the vision and mission statements. We are scrubbing the raw data to create a format to present to the Board at the May 20, 2021 meeting. We are working with CWA to align measurable goals within the strategic plan for a smooth transition with our contractor EDSI. Each committee has developed SMART goals and is reviewing and accepting them. The plan is for them bring goals to the May 10, 2021 committee meeting, and then have this committee recommend the Strategic Plan to the Board in May.

### **Discussion Items – presented by Michelle Schultz**

1. Review of Vision and Mission Statement Recommendations

### **Vision**

The committee selected options 2, 4, 7, 8, and 9 to provide to the BOD for survey ranking and comment. The selected options are listed below:

2. Comprehensive workforce solutions that empower the success of all workers and drive sustainable, positive change in our community.
4. Individuals have access to meaningful employment that empowers the success of all workers and supports the vitality of business.
7. Upward mobility through opportunity.
8. Opportunity through work.
9. Expanding access to opportunity through work.

### **Mission**

The committee decided to change the opening to “We” rather than CareerSource Tampa Bay to reflect the system and partners.

Options 1 and 2 were selected to send to the BOD for ranking and comment, noting that the committee prefers #2. Both options are listed below:

1. We enhance the lives of individuals and fuel economic development through our driving mission: Talent Meets Opportunity.
2. We empower the success of all workers through comprehensive workforce solutions that meet the needs of businesses while expanding career opportunities for individuals.

2. Review of Vision and Mission Statement Survey Results  
Reviewed key responses and trends from the survey

### **Next Steps**

- Following committee review, present survey results and draft strategic plan to the Ad-Hoc Committee at the May 10, 2021 meeting.
- Present final vision, mission, and strategic plan documents to the Board of Directors at the May 20, 2021 meeting.
- Implementation by July 1, 2021.
- A dashboard will be created to track and report the progress in implementation of the strategic initiatives to the BOD.
- Official unveiling will occur at the Vision 2021 Summit scheduled for October 8, 2021.

### **Adjournment**

The meeting was adjourned at 1:45 p.m.

Minutes submitted by Tammy Stahlgren, Administrative Services Coordinator.