



## Regional Workforce Council

Hosted by:

**The Greater Sarasota Chamber of Commerce/CareerEdge Funders Collaborative**

Wednesday, June 13, 2018

The Greater Sarasota Chamber of Commerce

1945 Fruitville Road

Sarasota, FL

### Facilitation Notes

**Various organizations and council meetings, the organizations that participate, the activities of each and how they support workforce development for the workforce and employers**

- ◆ **CareerSource Suncoast**
  - ⇒ Weekly Partners Meetings
  - ⇒ Attended by CS employees. Community/Workforce Organizations
- ◆ **(Sarasota) EDC Talent Attraction for Board Retreat**
  - ⇒ Frequency Varies
  - ⇒ Attended by Employers
- ◆ **(Bradenton) EDC Manufacturing Meeting**
- ◆ **CareerEdge Sector Partnerships**
  - ⇒ Quarterly attended by 30+ organizations
  - ⇒ Attended by Employers, Educators, Community Agencies
- ◆ **(Manatee) Chamber of Commerce**
  - ⇒ Educator Roundtable
  - ⇒ Small Business Council
  - ⇒ CEO Roundtable(s)
  - ⇒ Community Alliance
  - ⇒ Attended by 30+ Organizations
- ◆ **SAVE**
  - ⇒ Monthly
- ◆ **Suncoast Nurses**
- ◆ **Sheriff's Office Employment Program**

### Building a Workforce Development Resource Action Plan

Building an Action Plan will become the basis for collaborating workforce development strategies to support our clients and the employers in our region

**How do we work better together to meet employer and job seeker needs?**

- ◆ Increase attention on alternative populations
- ◆ Help address barriers of those with background issues
- ◆ Better assistance and guidance on alternative career pathways (for those not college-bound)
- ◆ Increase youth career support and education
- ◆ Identify employers who will hire with backgrounds and find a way to share that information among organizations serving this population with employment support
- ◆ Help keep good talent local
- ◆ Educate employers about hiring with backgrounds (help increase employment of this population)
- ◆ Incorporate self-presentation into trainings/development
- ◆ Increase stable housing and transportation
- ◆ Help eliminate barriers for those who cannot access child care, housing, and transportation (as just a few examples)
- ◆ (Vision 2025) – enhance environments for small businesses to thrive
- ◆ Support new the development of new business growth through business incubation and entrepreneurship
- ◆ Provide a community-wide system to better link available jobs to applicable talent
- ◆ Create a plan to direct marketing, messaging, and education on workforce and emerging career pathways
  - ⇒ To institutions such as:
    - ◇ Churches
    - ◇ Community Centers
    - ◇ School Districts
- ◆ Increase K-12 education on soft-skills and alternative career paths
- ◆ Create opportunities for company tours to allow pre-employment/pre-training exposure
- ◆ Increase internship and apprenticeship opportunities

**What does the perfect workforce ecosystem look like and how do we create it?**

- ◆ Help with new needs from evolving population  
EXAMPLES:  
Language barriers  
Transportation  
Cultural Barriers
- ◆ Leverage employer connections to offer paid training/onsite training
- ◆ Unite in efforts toward planning and marketing
- ◆ Engage faith-based organizations to support efforts
- ◆ Support individuals with disability to gain employment
- ◆ Connect to other resources to leverage knowledge  
⇒ EXAMPLES: Florida Chamber of Commerce
- ◆ Educate employers to offer benefits that will help retain talent  
⇒ EXAMPLES:
  - ◇ Onsite child care
  - ◇ Onsite training/professional development
  - ◇ Flexible options for pay advances
- ◆ Anticipate workforce population changes so planning can be done appropriately
- ◆ Increased “skin-in-the-game” by employers who benefit from a strong workforce
- ◆ Diversity of workforce/Cultural inclusion  
⇒ EXAMPLE
  - ◇ Reference to the balance of nature’s ecosystem and each thing creating the balance and having an important role to the health and growth of the environment
- ◆ Improved public transportation

**How can we strengthen our partnerships?**

- ◆ Create new ways to proactively share information
- ◆ Create strategic partnerships to execute services and support that can be leveraged and extended through collaboration
- ◆ Utilize skills assessments
- ◆ Develop future plans for community talent development through a collaborative approach
- ◆ Increase methods for internal educations amongst partners

**How can we strengthen our partnerships?**

- ◆ Develop resources to illustrate an 'asset map' of who to contact/where/for what
  - ◆ CareerSource Suncoast has a link on website to connect partners with applicable resources with a backend data management/tracking system
- ◆ Leverage data/metrics/tracking to show processes that work versus those not as strong
- ◆ Be more proactive about sharing information; versus allowing partners to learn about things via public outlets (i.e. social media)
- ◆ Unite to discuss overall strategic plans from an organization-to-organization perspective
- ◆ Know how each organization is supporting new business

**How do we create a unified approach to employing our clients?**

- ◆ "Brand" the community
- ◆ Increase alignment of services, marketing, and support
- ◆ Prioritize community-regional issues
- ◆ Create a common-vision for our community

**Are we being strategic in fund-raising as a community?**

- ◆ It would help to understand what's available and share this information between partners
- ◆ Take inventory of opportunities and how existing or new funds could be leveraged between organizations

**How are we celebrating success as a region?**

- ◆ Success is largely shared via social media
- ◆ Create a community-brand and developing new outlets to leverage successes into new revenue opportunities

**What are we doing about  
public policy – local, state,  
and national levels?**

- ◆ Create a policy agenda for our community
- ◆ Engage our county/city/local/state representatives to demand action
- ◆ Unite in voicing concerns and recommending changes
- ◆ Engage public transportation officials to verbalize issues and request action
- ◆ Major issues brought to surface:
  - ⇒ Transportation
  - ⇒ Affordable Housing
    - ◇ Rent Controlled Space
  - ⇒ Affordable Childcare
  - ⇒ Correctly Funded Assistance for Childcare
  - ⇒ Address Policy Around Qualifications for Assistance
    - ◇ EX. Having a job before being able to even waitlist
  - ⇒ Address Fiscal Cliff
  - ⇒ Advocate for Federal Allocation of Workforce/Training Dollars
  - ⇒ Disability/Assistance for Disabled – Difficult to Transition to Employment due to Regulations
  - ⇒ Stability versus Mobility

**Each person provided (1) program they felt strongly represented workforce efforts in their organization:**

- ◆ **Visible Men Academy** – Empowers Parents and Students
- ◆ **SCORE** – 9 Pillars of Business
- ◆ **Boys & Girls Club of Sarasota** – Youth Entrepreneurship
- ◆ **YMCA**- FAFSA Application Support – Assisting Stabilize Families who are Homeless to Avoid Relocation of Schools
- ◆ **211** – Connecting Individuals to Support Needed
- ◆ **CareerEdge** – Internship Programs
- ◆ **Bank of America** – Online program – Better Money Habits
- ◆ **Gulf Coast Community Foundation** - CareerEdge and LKAN
- ◆ **CareerSource Suncoast** – Youth 18-25 (hard to hire) Internship Opportunities and Career Pathways for In-Demand Jobs
- ◆ **Sarasota Community Foundation** – Takes a 2-Generation Approach for Adult Education, Career Development, Scholarships for Training
- ◆ **The Greater Sarasota Chamber of Commerce** – Addressing Workforce Development Issues for Companies/Empowering Community-Wide Recommendations for Solutions
- ◆ **CareerQuest** – Youth Career Development, Financial Literacy, Internship Opportunities, Matched College Savings Account
- ◆ **GRASP** – Transitional Housing Support
- ◆ **Project 180** – Residential Program to Help Those Transitioning from Incarceration, Financial Literacy, Life Skills, Employability Training
- ◆ **Literacy Council** – English as a Second Language (ESL)
- ◆ **Handshake** – Allows Companies to Market Opportunities to Students
- ◆ **CareerSource Suncoast** – 7 Habits for Highly Successful People Certification
- ◆ **Personal Care Training Aides** – Care for Elderly/Disabled
- ◆ **SCOPE** – Summer Learning Academy

**Facilitation Conducted by:**

Meraki Strategic Group

[www.MerakiStrategicGroup.com](http://www.MerakiStrategicGroup.com)

Jennifer Evans, Principal

[J.Evans@MerakiStrategicGroup.com](mailto:J.Evans@MerakiStrategicGroup.com)