



Pinellas County Workforce Development Forum Hosted by Career Edge

November 16, 2017
Real Time Record



Session Summary

You did great work as a committed group of community leaders at the Pinellas County Workforce Development Forum hosted by CareerEdge! Below is a summary of the Top Partnership Alliances and Council Meetings. The subsequent pages of this Real Time Record provide all the supporting details, including your Action Plan with next steps.

Top Alliances and Council Meetings

- St. Petersburg Workforce Development Team (PERC) / South Saint Petersburg CRA Workforce Development Council and Collaborative
- 2020 Plan Taskforce
- Career Source Pinellas
- Urban League Workforce Development
- Wrap-Around Services (YWCA)

Top Next Steps

- Leadership committee identifies and prioritizes limited number of topics to be addressed by various committees, alliances, providers – for example: training, data, success stories, potential partners.
- Create a collective data report that provides metrics of success(es).
- Published agenda for the meeting(s) – linked to shared community calendar.
- Statistical data sharing to avoid duplication of efforts, evaluate successes and challenges.
- Virtual meetings.
- A method of collecting Outcome Data as a whole – being able to look at the bigger picture and put the pieces together.
- Communication Platform – maybe through email or a website to see what jobs are open or what services are offered.
- Asset Map – Letting others know what each agency provides and the opportunities available to collaborate.
- Consolidation of efforts with a "leadership committee" to be the liaison for the various groups.

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Pinellas County Workforce Development Forum Hosted by CareerEdge

7:30am – 8:00am	<p><u>Celebrating and Leveraging our Partnerships</u></p> <p>Help yourself to breakfast, find a seat and write an example of a Partnership Success to support the Workforce Development of the clients you serve on a notecard. Include on your notecard:</p> <ul style="list-style-type: none"> • Your Name/Organization • A Partnership Success • The name of the Partnering Organization
8:00am – 9:00am	<p><u>Welcome and Objectives</u></p> <p>Welcome & Setting the Stage for a Successful Day: Jennifer Evans, Meraki Strategic Group Mireya Eavey, CareerEdge Executive Director, United Way Suncoast Sarasota Area President Partnership Successes, Session Objectives and Collaborative Process: Dru Rabin and Tina Fischer, Collaborative Labs</p>
9:00am – 10:00am	<p><u>Activity 1: Creating an Asset Map of Current Partnership Alliances and Activities</u></p> <p>Build an Asset Map of Current Partnership Alliances and Activities. Participants will work in teams to describe the names of the Alliances and Council meetings, the Organizations that participate, and the Activities of these alliances that support Workforce Development for our clients.</p>
10:00am – 10:50am	<p><u>Activity 2: Building our Workforce Development Resource Action Plan</u></p> <p>Build our Action Plan (Next steps and Organizations/Champions) that will become the basis for collaborating our Workforce Development strategies to support our clients and the employers in our community.</p> <p>Some questions to consider in brainstorming Next Steps for the Action Plan:</p> <ol style="list-style-type: none"> 1. How do we work better together to meet employer and job seeker needs? 2. What does the perfect workforce ecosystem look like and how do we create it? 3. How can we strengthen our partnerships? 4. How do we have a unified approach to employing our clients (especially if we are all seeking the same employers)? 5. Are we being strategic in fundraising as a community? 6. How are we celebrating success as a community? 7. What are we doing about public policy – local, state and national level? 8. How are we serving residents who are differently abled – those who have special needs, mental illness, disability or recovering from substance abuse? 9. What do you do if you and another organization provide similar services?
10:50am – 11:00am	<p><u>Wrap-Up and Next Steps</u></p>

Attendees:

**Collaborative Labs' Engagement at St. Petersburg College
Participant Sign-In**

Sponsoring Client: CareerEdge - Pinellas County Workforce Development Forum Collaborative Engagement: 11/17/2017

As a Participant of the Collaborative Labs at St. Petersburg College, information from my participation in this Collaborative Labs' engagement will be kept by the College as proprietary information for the sponsoring client, not open to the public record, except as may be required as a student record and by law.

I hereby authorize St. Petersburg College, the Collaborative Labs' engagement and its employees or representatives to photograph, record, tape, film or capture in permanent form my name, likeness, image, voice, and work products captured during the course of this Collaborative Labs' engagement/class for the sponsoring client. I further grant SPC my full permission to edit and reproduce any images, recordings or videos for use in any documentation relating to this Collaborative Labs' engagement and to provide such documentation to the sponsoring client. The sponsoring client and/or its legal representatives may allow for the reproduction and public publishing of any information presented and captured during the Collaborative Labs' engagement through separate written authorization.

As a willing participant, I hereby release SPC and the sponsoring client to freely use my name, information, images and digital recordings captured during this event in any print, video or digital publishing's related to this Collaborative Labs' engagement.

Contact Name	Organization	Title	Email Address	Signature
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Welcome and Objectives

Welcome & Setting the Stage for a Successful Day: **Jennifer Evans, Meraki Strategic Group**
Mireya Eavey, CareerEdge Executive Director, United Way Suncoast Sarasota Area President
Partnership Successes, Session Objectives and Collaborative Process: **Dru Rabin and Tina Fischer, Collaborative Labs**

Tina Fischer, Manager, Collaborative Labs, St. Petersburg College: Good morning everyone and welcome to Collaborative Labs. We are about to get started and Jennifer is going to kick us off this morning.



Jennifer Evans, President/CEO, Meraki Strategic Group: Good morning and thank you all for coming! I'm Jennifer Evans, CEO of Meraki Strategic Group. My business helps nonprofits reach their goals by helping them design strategic and innovative solutions and supporting their growth through the acquisition of funding and infrastructure support.

As one of the inaugural members of the CareerEdge team, Mireya and I worked closely to develop programs to serve disadvantaged populations, to equip individuals with the skills, training and connectivity to employment they needed to achieve sustainability. It was a pleasure working with Mireya and her team during my tenure, so I was excited to be brought back to support their work here in Pinellas County.

Earlier this year, CareerEdge hired me to help develop a program that would serve differently-abled Pinellas County residents with the support necessary to get them trained and into

sustainable employment. The efforts of this work, what brought us here today, was a grant to CareerEdge from the Foundation for A Healthy St. Petersburg was given so CareerEdge could build key partnerships, programs, and provide service to the community of residents suffering from mental illness, disability or recovering from substance abuse. I'd like to introduce Mireya Eavey who will speak more specifically on the offerings and mission of CareerEdge Funders Collaborative.



Mireya Eavey, Executive Director, CareerEdge; and Area President, United Way

Suncoast Sarasota: Good morning everyone and thank you for being here. I'm grateful to be able to work with Jennifer, she truly understands the work we do.

I want to share a bit of our history. We are essentially a collaborative of private industry funders. CareerEdge is a private workforce development organization that started in Boston. There are 26 of us across the United States. Many employers such as Walmart and Microsoft came together to fill employment gaps using private funding. The private funding was to help our areas with capacity building and workforce development. We help fund organizations with these initiatives. We don't provide services. We provide funding. We also support strategic planning with employers to look at federal, state and private dollars that can help employers. Now I'd like to share a video of how we work together to help employers.

The following video was shared: <https://youtu.be/I29Geh-QVXk>

Mireya: We created this video with the theme of wanting to row in the same direction. We all do great work in helping the people in our community that we care about. We have one of the hardest jobs out there, and we do a good job, yet there is always room for improvement. We have the opportunity to improve by connecting with each other to determine how our partnerships can help us work better together. Fundraising is challenging, and cuts are on the

horizon, so it's a great idea for us to think about how we can collaborate with each other to maximize on grant opportunities.

Our partnership with the Foundation for Healthy St. Pete is a great one. Together, we are looking at how to improve the work we are all doing. Jennifer brought us all together today for the opportunity to examine how we can collaborate. Funders are looking for collaborators, so my hope for today is that through all of the exercises we figure out how to simplify our complex work by joining forces in an improved and more efficient manner. With that, I invite Collaborative Labs to get us started.

Dru Rabin, Facilitator, Collaborative Labs, St. Petersburg College: Good morning! I'm Dru Rabin and I'm one of your facilitators for the day. What do you think of this place? Very cool, right? It's a bit like Star Trek. *(Laughter)*

We have been here doing this work for over 13 years helping organizations deepen their strategic planning. The activities that we have planned for you today are good and the right people are in the room for it. Let's look at the slide of partners. That's you! Aren't you cool?

*Give an example of a **Partnership Success** to support the Workforce Development of our clients*



Let me take a minute to introduce our team today. We have Tina who is today's co-facilitator, and Manager of the Labs and Michael who is our tech guru for today. His work will help you move through the cool activities. Sheron is working on our Real Time Record—the most comprehensive historical document that I've seen come out of sessions like this. It will be your living document that takes you from this session to implementation right away.

Celebrating and Leveraging our Partnerships

Help yourself to breakfast, find a seat and write an example of a **Partnership Success** to support the Workforce Development of the clients you serve on a notecard.

Include on your notecard:

- Your Name/Organization
- A Partnership Success
- The name of the Partnering Organization



Welcome

Please give an example of a partnership success to support the Workforce Development of our clients.

On your notecard, write:

- Your Name/Organization
- A Partnership Success
- The name of the partnering Organization

 CollaborativeLabs
St. Petersburg College
Facilitated Solutions. Immediate Results

Dru: Our mission for today is to discover how to work better together and strengthen our partnerships. We're going to begin by sharing partnership successes. We start here because we use the appreciative inquiry model. It's a positive approach to uncovering solutions.

From there, we'll map our current partnerships and then move on to planning. We'll build a future, and do this all before lunch. But before that, let's get to know who is in the room and celebrate partnerships.

Carl: One of my favorite partners is PERC. We help ex-offenders as they re-enter society.

Jim: We partner with Pinellas County to develop an empowerment team that engages the population to reduce the level of arrests and create pathways to employment.

Calvin: We partner with United Way and we're looking forward to our financial empowerment program to further our positive impact our community.



Jill: We partner with Florida Department of Transportation to promote careers in transportation and construction. We are working on a career fair to connect people with hiring contractors.

Theresa: We have had a long-term partnership with the city of St. Petersburg.

Dru: Thank you. As we continue to move forward, let's also share the successes of the partnerships.

Susan: There are so many successes and it's hard to pick one, but our work with CareerEdge over the last two years has been great, likewise our work with so many of you as well.

Jay: We help businesses grow jobs in private and public partnerships. We are new so we have more partnering opportunities to explore, like with the 2020 team. I look forward to learning who we can connect with.

Michael: One partner that I'll highlight because we have so many, is the Workforce Development and Collaborative. Together, we have put people in jobs around the city.



Cory: The 2020 Task Force is one of our biggest partnership successes as St. Petersburg has recently reported its lowest rate of poverty.

Anita: We partner with so many of you to empower clients to reach their goals because of training and job placement. Our collaborative process is due to good communication and connection.

Tony: Everyone is standing so I'll stand as well. (Laughter.) We are working with PERC to get people CRA employed. Our participants are not even half-way through the program and we've already hit our goal. The successes are just going on and on.

Dick: I partner with a lot of people. My big thing is people with disabilities and reentry needs. I'm here to find out who else I can partner with.

Jodi: I'd like to highlight Dress for Success. They facilitate their Going Places classes on site. We also have a partnership with 5/3 Bank where they bring out their e-Bus to provide financial training and career advice to the community.

Alice: There are so many successes that make our community strong. We partner with Pinellas Education Foundation to provide services to at risk youth ages 14-22. They have been a phenomenal partner. Duke Energy also works with us to help get people into the workforce.

Rich: We focus on workforce development with the City of St. Pete and 2020, particularly right now to build the tiny homes. The Stars program boot camp has also been a success.

Anita: We collaborate with multiple small business to help our youth get work. Our contracts help to pay a portion of the salaries.

Debra: We are also partnered with PERC for the tiny houses project. Additionally, we fund internships through partnerships with local employers.

Speaker: We have a lot of partnerships. We partner with 30 businesses that come into Vincent House. We have two employers that help with transitional employment.

Vanessa: We have so many partners. I'll go with Urban League because we have so many great partnerships and I have to choose one. I'm grateful to be a part of this collaboration.



Rhonda: One of our great ones is Pinellas County Schools. They provide work skills training. We are serving 45 of the highest need people in Pinellas County.

LaDonna: We appreciate the PERC Cohort of Champions wrap around services and the Foundation for Healthy St. Pete in destigmatizing the mental health community and promoting a healthy workforce.

Joyce: We do everything we can with the 2020 plan to reduce poverty. We also work with Bon Secour to help our cohort receive the education they need for living wage jobs. We have an 80% success rate.

Eleanor: We are partners with so many of you in this room. We are in collaboration with Neighborhood Home Solutions to help people with debt repair and the other services related to home ownership. We are grateful and proud to be able to do this work.

Brenda: We have several partners. We've worked with Pinellas County Jail to help people get diplomas. We have many partnerships in the room to help people get diplomas. I'm glad to see so many people I know and recognize that we are one big team.

Michael: We partner with Vincent House to provide services to help people with disabilities get back to work. Every day we get someone back to work and maintain their position.

Virginia: We partner with Pinellas County Schools. We have opened a new school at Clearview and are helping adults get educated in order to transition back into the community.

Donna: Many of you are great partners, but I'll focus on Pinellas Hope. On Wednesdays, we offer employability skills and resume development to help people come out of poverty and homelessness. It moves me every time we are able to do this.

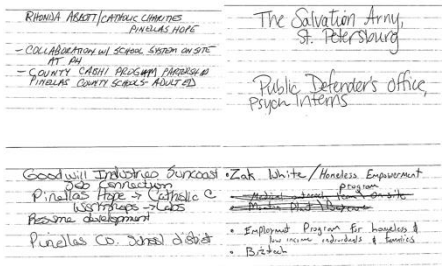
Mark: We have so much collective success and I would like to see more data to show it to others. Demonstrating our ROI would be so powerful.

Zack: We have a lot of success with the population we serve that are seeking employment. PERC has been a great partner and I look forward to expanding.

Holly: We are partnered with Pinellas County Schools to help homeless people get their GEDs and we are excited about that.

Mireya: We are partnered with the Foundation for Healthy St. Pete. They have brought us all together to have this conversation.

Partnership Successes – Notecards

	Partnership Successes
 <p>Handwritten notes on notecards:</p> <ul style="list-style-type: none"> Rhonda Abbott/Catholic Charities Pinellas Hope - Collaboration w/ school system on site at PH - County CABHI Program partnership Pinellas County School Adult Ed The Salvation Army, St. Petersburg Public Defender's office Psych Interns Goodwill Industries Suncoast job connection Pinellas Hope → Catholic C Workshops → Labs Resume development Pinellas Co. School district Zak White/Homeless Empowerment Program Employment Program for homeless & low income individuals & families Biztech 	<p>Partnership Successes</p> <p>Rhonda Abbott/Catholic Charities Pinellas Hope</p> <ul style="list-style-type: none"> • Collaboration with school system on site at PH • County CABHI program partnership Pinellas County School Adult Ed <p>Goodwill Industries Suncoast job connection Pinellas Hope → Catholic C Workshop → Labs Resume development Pinellas Co. School district</p> <p>The Salvation Army St. Petersburg Public Defender's Office Psych Interns</p> <p>Zak White/Homeless Empowerment Program</p> <ul style="list-style-type: none"> • Employment program for homeless ad low income individuals and families • Biztech

	Partnership Successes
<p>The Salvation Army, St. Petersburg Pinellas County Schools - GED Program</p> <p>Lakewood Schools uses our building - a classroom for their GED program. Our clients & homeless residents have easy access to attend & obtain GED</p> <p>Mireya Eavey CareerEdge</p> <p>SE - Medical Assistant Program Job seekers placed into well-paying job with benefits. CE provided gap funding for students</p> <p>Deborah Chapman Career Edge</p> <p>Success: Partnering w/ PERC & PTC funding a carpentry certification for ex-offenders who are building tiny houses and will get full time jobs at local building cos.</p> <p>Mark Durkin Catholic Charities Great partners at Pinellas Hope Goodwill Industries Pinellas County School District</p>	<p>The Salvation Army, St. Petersburg Pinellas County Schools – GED Program Lakewood Schools uses our building – a classroom for their GED program, our clients and homeless residents have easy access to attend and obtain GED</p> <p>Catholic Charities Great partners at Pinellas Hope Goodwill Industries Pinellas County School District Success: increase in # of homeless who were employed</p> <p>Mireya Eavey CareerEdge St. Petersburg College – Medical Assistant Program Job seekers placed into well-paying job within benefits. CE provided gap funding for students</p> <p>Deborah Chapman Career Edge Success: Partnering w/ PERC & PTC funding a carpentry certification for ex-offenders who are building tiny houses and will get full time jobs at local building companies.</p>

	Partnership Successes
<p><i>La Donna Butler - Pinellas County Urban League</i></p> <p><i>- PERC & City of St. Pete - Cohort of Champions Program - wrap around for 12-24 year olds</i></p> <p><i>- Foundation for Healthy St. Pete - Faith based organization addressing mental health.</i></p> <hr/> <p><i>Joyce Robinson - Pinellas Opportunity Council, Inc.</i></p> <p><i>- Bon Secour have provided funding for 30 individuals in the medical field with a 80% success rate in CNA, LPN, RN completing, employed increased income</i></p> <p><i>- Bon Secour 2020 task force</i></p>	<p>LaDonna Butler, Pinellas County Urban League</p> <ul style="list-style-type: none"> PERC & City of St. Pete – cohort of champions Program – wrap around for 12-24 year olds Foundation for Healthy St. Pete – Faith based organization addressing mental health. <p>Joyce Robinson Pinellas opportunity Council, Inc.</p> <ul style="list-style-type: none"> Bon Secour have provided funding for 30 individuals in medical field with a 80% success rate in CNA, LPN, RN completing, employed increased income Bon Secour 2020 task force <p>Eleanor Brooks – Pinellas Opportunity Council</p> <ul style="list-style-type: none"> Partnership success one of the most impactful partnerships Partnership with Neighborhood Home Solutions to assist low income clients in attaining homeownership, credit relief and debt relief. <p>Vanessa Washington/CASA Partnership with United Way/Urban League Assist participant receive wrap around services</p>

	Partnership Successes
<p><i>Anita Smith Boley Centers Funded by JWB & City of St. Pete Wendy's employees our interns under a share pay agreement. Employer pay 4.10 of the min wage, Boley pay 4.00 plus work comp and state taxes. Once interns are trained successfully, Wendy's employs youth on their payroll at higher rate of pay.</i></p> <p><i>Rain Johns /Vin Gogh's Palette - Vincent House - Partnership Success - Transitional employment through the Public Defender's office / Youth training - About these staff learns the position by instructing/ trains one member who does the T.E. position for 6-9 months PTC also provides a guaranteed wage and state taxes Partnership Organizations: Public Defenders office / Youth training</i></p> <p><i>Alice Cobb, Career Source Pinellas State Citi/Duke PEF Pre-Vocational training Youth training</i></p> <p><i>Rich Alvarez / PERC (Pinellas Ex Offender Reentry Coal.) St. Petersburg College - Short term training in manuf. PTC and Career Edge - Tiny Homes/Carpentry Mt. Zion Human Services - Mentoring City of St. Pete, 2020, Devces St. Petersburg College, PTC, PCUL workforce development council for CRA at Commerce Park</i></p>	<p>Anita Smith Boley Centers Funded by JWB & City of St. Petersburg College Wendy's employees our intern under a share pay agreement. Employer pay 4.10 of the min. wage, Boley pay 4.00 plus worker comp and state taxes. Once interns are trained successfully, Wendy's employs youth on their payroll at higher rate of pay.</p> <p>Rain Johns/Ban Gogh's Palette – Vincent House Partnership Success Transitional employment through the Public Defender's office</p> <ul style="list-style-type: none"> • Vincent House staff learns the position & instructs/trains one member who does the T.E. position for 6-9 hr. • PD's office position is guaranteed to be filled every workday <p>Partnering organizations: Public Defenders Office</p> <p>Alice Cobb, Career Source Pinellas Citi/Duke PEF Pre-Vocational training Youth training</p> <p>Rich Alvarez/PERC (Pinellas Ex Offender Reentry Coal.) St. Petersburg College – Short term training in manuf. PTC and Career Edge – Tiny Homes/Carpentry Mt. Zion Human Services – Mentoring City of St. Pete, 2020, Devces St. Petersburg College, PTC, PCUL workforce development council for CRA at Commerce Park</p>

	Partnership Successes
<p><i>Jody A. Toner, Career Source Tampa Bay Career Source Pinellas</i> Partnership Success: Dress for Success & Fifth Third Bank - onsite services staff co-located - formal referral system - going places onsite @ CS office - Fifth Third eBus, annual event w/ financial counseling</p> <p><i>Anthony Chan City of St. Petersburg</i> Partnership with PERC PERC is working with to get residents of the CRA employed.</p>	<p>Jody A. Toner, Career Source Tampa Bay Career Source Pinellas Partnership Success: Dress for Success & Fifth Third Bank</p> <ul style="list-style-type: none"> • Onsite services staff co-located • Formal referral system • Going places onsite @ CS office • Fifth Third eBus, annual event w/ Financial Counseling <p>Anthony Chan City of St. Petersburg Partnership with PERC PERC is working to get resident of the CRA employed.</p> <p>Anita J. Lewis (Pinellas County Urban League) Pinellas County Workforce Development Council Success</p> <ol style="list-style-type: none"> 1. Empowering clients to achieve success through employment; Employability skills and training 2. CASA Communication + Connection = Collaborative Process <p>Pinellas Ex Offender Re-entry Coalition Workforce Development Council & Collaborative SPC, PFC, PERC, CareerEdge, City of St. Pete Devces → to train and not people in jobs -second chance tiny house class</p>

	Partnership Successes
<p><u>Cory Adler - 2020 Plan</u> 17% Reduction in poverty - with ^{with state and federal support} with state and federal support lowest levels of poverty in history ^{Pinellas County has the lowest poverty rate in the state}</p> <p><u>Jim Winarski</u> University of South Florida Partnership Success Pinellas County: helping to address service needs of persons who make high use of crisis services & have multiple arrests Pinellas County representatives from behavioral health & law enforcement community</p> <p><u>Calvin Brown</u> Pinellas County Urban League We are excited about our partnership with Career Edge and United Way in bringing jobs to the Campbell Park community. We have opened our Financial Empowerment Center for the community to provide numerous services.</p>	<p>Cory Adler – 2020 Plan 17% Reduction in poverty lowest level in history Pinellas County Urban League Pinellas Opportunity Council PERC/ Mt. Zion/ EDC</p> <p>Jim Winarski University of South Florida Partnership Success</p> <ul style="list-style-type: none"> • Pinellas County: helping to address service needs of person who make high use of crisis services and have multiple arrests • Pinellas County and representatives from behavioral health and law enforcement community • Jill Cappdoro – Onboard jobs construction career • Quest Corporation of America representing Florida Dept. of Transportation • Tampa Women’s Center • Placement of women into jobs in transportation construction <p>Calvin Brown</p> <ul style="list-style-type: none"> • Pinellas County Urban League • We are excited about our partnership with CareerEdge and United Way in bringing jobs to the Campbell Park community. We have opened our Financial Empowerment Center for the community to provide numerous services.

	Partnership Successes
<p> <i>CARL R. LAVENDER, JR. / PINELLAS TECHNICAL COLLEGE</i> <i>PINELLAS EX-OFFENDER RE-ENTRY COALITION CONSTRUCTION/TRADES CERTIFICATE [JUST LAUNCHED IN OCTOBER]</i> <i>DICK PECK</i> <i>CAREER SOURCE T.B.</i> <i>MANUFACTURING ASSOC</i> </p>	<p> Carl R. Lavender, Jr.//Pinellas Technical College <ul style="list-style-type: none"> Pinellas Ex-Offender Re-entry coalition construction/ trades certificate [Just launched in October] Dick Peck Career Source T.B. Manufacturing Assoc. </p>

	Partnership Successes
<p><i>PH - Mark & Rhonda</i> <i>Pisa - Dixie Adult</i> <i>Pinellas Hope - Catholic Charities</i> <i>Opening of second classroom with focus on career readiness extending our ABE/GED services to a broader group of PH residents</i></p> <p><i>Michael Robinson</i> <i>State of Florida Voc. Rehab</i> <i>Boley Centers Inc.</i> <i>Assisting 100's of persons with disabilities with job abilities, obtain and maintain employment.</i></p> <p><i>PERC</i> <i>career source</i> <i>- building construction</i></p> <p><i>Clearview -</i> <i>City of St. Petersburg</i></p> <p><i>Vincent House</i></p>	<p>Mark & Rhonda PCSB – Dixie Adult Pinellas Hope – Catholic Charities Opening of second classroom with focus on career readiness extending our ABE/GED services to a broader group of PH residents</p> <p>PERC Career Source – building construction</p> <p>Clearview – City of St. Petersburg</p> <p>Michael Robinson State of Florida Voc Rehab Boley Centers Inc. Assisting 100's of persons with disabilities obtain and maintain employment.</p> <p>Vincent House.</p>



Dru: Wow! What a great group! I get a sense of trust and community from you all. I want to ask you to lean into it today because there is going to be great work that comes out of it. So, let me turn it over to Tina.

Activity 1: Creating an Asset Map of Current Partnership Alliances and Activities

Build an Asset Map of **Current Partnership Alliances and Activities**.

Participants will work in teams to describe the names of the **Alliances and Council meetings**, the **Organizations** that participate, and the **Activities** of these alliances that support Workforce Development for our clients.

Session Objectives

2 Team Activities

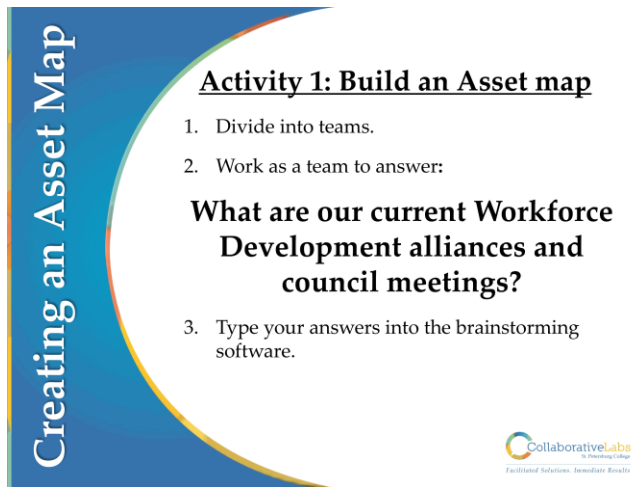
- Create an Asset Map of our Current Partnership Alliances and Activities
- Build our Workforce Development Resource Action Plan

CollaborativeLabs
Facilitated Solutions. Immediate Results

Tina: There are some pretty powerful partnerships in this room. There are so many more partnerships represented here than was on the RSVP list. It's awesome to have you all here. I'm so glad to be a part of this community.

Today let's get into streamlining our efforts. That's why we are here. Our first activity will help us figure out all of the meetings that we attend. Then next, we will be build our plan.





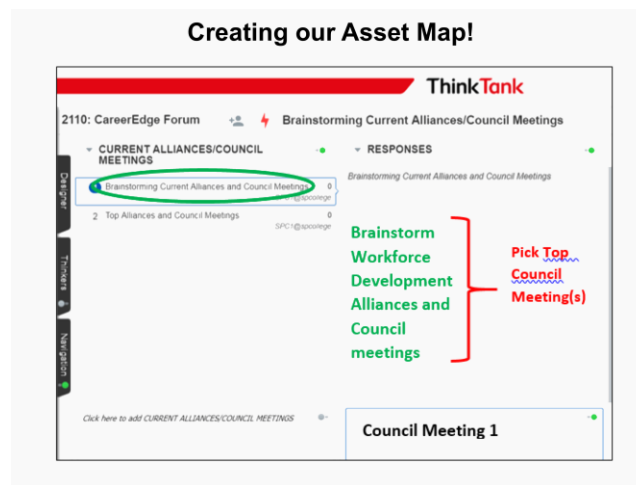
Creating an Asset Map

Activity 1: Build an Asset map

1. Divide into teams.
2. Work as a team to answer:
What are our current Workforce Development alliances and council meetings?
3. Type your answers into the brainstorming software.

CollaborativeLabs
Facilitated Solutions. Immediate Results

Tina: So, here's the first activity. In your teams, we want to brainstorm all of the workforce development council meetings we go to.



Creating our Asset Map!

ThinkTank

2110: CareerEdge Forum Brainstorming Current Alliances/Council Meetings

CURRENT ALLIANCES/COUNCIL MEETINGS

- 1 Brainstorming Current Alliances and Council Meetings
- 2 Top Alliances and Council Meetings

RESPONSES

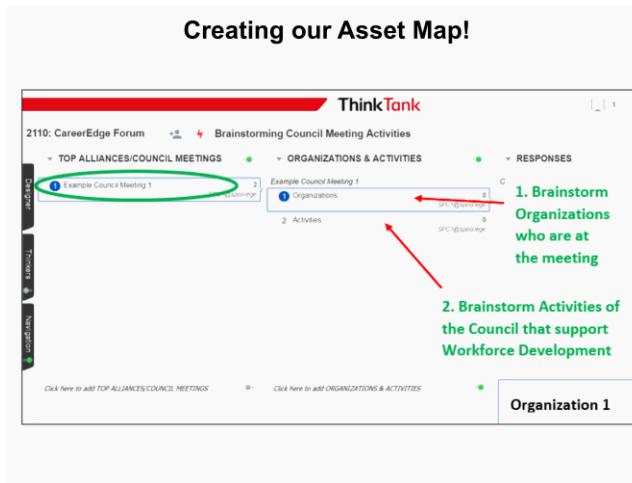
Brainstorming Current Alliances and Council Meetings

Brainstorm Workforce Development Alliances and Council meetings

Pick Top Council Meeting(s)

Council Meeting 1

Tina: Let me set you up for success with our software. The first thing we are going to do is brainstorm our alliances and meetings. Then you'll place the top one or two into the top bucket.



Tina: Then we'll look at who is at the table along with the purpose of the alliances. We'll be walking around and helping you with that.



Tina: You have your teams listed on your agenda. If you're not assigned, please feel free to pick a team to work with. Okay then, let's get started.

Asset Maps



Brainstorming Current Alliances and Council Meetings

1. Mid-County Council (JWB) - youth training (Team 1)
2. CAPI City of St. Petersburg (Committee to advocate for persons with impairments) (Team 5)
3. Pinellas workforce development council (Team 2)
4. JWB (Team 5)
5. Homeless Coalition (Service Provider meeting) (Team 1)
6. Grow Smarter (Chamber of Commerce) (Team 4)
7. Junior Achievement (Team 5)
8. Transportation is significant challenge; getting potential workforce to the work place (Team 3)
9. St. Petersburg Economic Development Council (Team 4)
10. Pinellas County Empowerment team (Team 2)
11. Pathways to Employment/ HEP (Team 2)
12. Suncoast Manufacturing Association (Team 3)
13. BAMA (Team 3)
14. Florida Department of Transportation (Team 3)
15. Need to get to the parents of potential workers; identify opportunities to teach welding but need permission of parents (Team 3)
16. SEIU (Team 4)
17. Manufacturing needs of north of Ulmerton that are unfulfilled; 3,000 manufacturers in Pinellas Co (some small firms) (Team 3)
18. Need to identify how to develop people with disabilities with their capabilities (Team 3)
19. Short term training can lead to successful placement in to jobs (Team 3)
20. South Saint Petersburg CRA Workforce development council and collaborative (Team 2)

Top Alliances and Council Meetings

1. St. Petersburg Workforce Development Team (PERC) / South Saint Petersburg CRA Workforce development council and collaborative
2. 2020 Plan Taskforce (Team 4)
3. Career Source Pinellas (Team 5)
4. Urban League Workforce Development (Team 4)

5. Wrap-Around Services (YWCA) (Team 1)

Tina: It looks like we are ready for our report out. So, let's go team by team. Team 1, you're up!

Asset Map – Team 1



Speaker: First we had to determine if we were talking about meetings or organizations that have meetings, but we selected Career Source and PERC.

Tina: Thank you. Team 2?

Asset Map – Team 2



Speaker: The first were CRA Workforce Development and Collaborative, and the Tampa Bay Workforce Collaborative. The second is the Pinellas Workforce Development Council run by Urban League. They are similar efforts working in different ways with different populations. The city of Clearwater has already approached us about the model we are using with the city of St. Petersburg.

Speaker: When we give the meetings, can we say who are the organizations and when they meet?

Tina: Yes. That's a wonderful point.



Asset Map – Team 3



Speaker: We digressed for most of our time. *(Laughter)* We ended up talking about the need for skills training in manufacturing. We chose 2020, but manufacturing was our main topic. *(Laughter)*

Asset Map – Team 4



LaDonna: We got onto a tangent as well. *(Laughter)* We chose the 2020 Plan Task Force.

Asset Map – Team 5



Michael: We selected the Juvenile Welfare Board and PERC because they do so much for our community and are influential in our network.

Tina: Thank you teams. Now, prioritize the organizations and include the activities, meetings and even their times.

Jennifer: We also want to include who is at the table with the top two groups that you have chosen. We want to consider where there is overlap and synergy.

Tina: Okay, so we now have a list of the top five. Your task is to add who is at the table, the purpose of the meeting or council, and if the meeting open or closed.

Top 5 Workforce Development Councils – Organizations and Activities



St. Petersburg Workforce Development Team (PERC) / South Saint Petersburg CRA Workforce development council and collaborative

1. Activities
 - a. Meet every other Friday at 10:00 am at SPC Midtown campus - Room 217 (Team 1)
 - b. Workforce efforts; develop workforce activities and such; proposing policies (Team 3)
 - c. Construction training course is underway/ and OSHA (Team 2)
2. Organizations
 - a. SPC (Team 1)
 - b. Goodwill (Team 5)
 - c. PERC (Team 4)
 - d. 2020 (Team 4)
 - e. SPC (Team 4)
 - f. Pinellas Technical College (Team 4)
 - g. CareerEdge (Team 4)
 - h. United Way Suncoast (Team 4)
 - i. Pinellas County Urban League (Team 4)
 - j. Urban League (Team 3)
 - k. City of St Pete (Team 3)
 - l. City of St. Petersburg (Team 4)
 - m. SEIU (Team 4)
 - n. Deuces Live (Team 4)
 - o. Aspec (Team 4)
 - p. PERC (Team 3)
 - q. Career Source (Team 3)
 - r. St. Pete Chamber of Commerce (Team 4)
 - s. Mt. Zion Human Services (Team 4)

- t. POC (Team 3)

2020 Plan Taskforce

1. Activities

- a. Quarterly meetings - next one is 11/28, John Hopkins Conference Center - 9:00 am (Team 1)
- b. Meet to develop strategies for reducing poverty by 30% in 2020. (Team 1)
- c. Purpose: To reduce poverty in South St. Pete by 30% by 2020. Meeting purpose is to convene all of the stake holders on a quarterly basis. (Team 4)
- d. Skills training (Team 3)
- e. Placement into Jobs that lead to careers (Team 3)
- f. Develop partnerships to gain momentum (Team 3)
- g. Recommendation: share agendas and meeting minutes from each of these organizations (Team 3)
- h. Challenge: so many meetings, difficult to determine which ones to attend (which best meetings the need at hand) (Team 3)

2. Organizations

- a. POC (Team 1)
- b. Urban League (Team 3)
- c. PERC (Team 4)
- d. Mt. Zion Human Services (Team 4)
- e. City of St. Pete (Team 4)
- f. Foundation for a Healthy St. Pete (Team 4)
- g. PTC (Team 1)
- h. USF St. Pete (Team 4)
- i. SPC (Team 4)
- j. OnBoard4Jobs Construction Careers Program (FDOT) (Team 3)
- k. Pinellas County (Team 4)
- l. Pinellas County Schools (Team 4)
- m. HSN (Team 4)
- n. United Way (Team 3)
- o. Tampa Bay Rays (Team 4)
- p. Florida Blue Foundation (Team 4)
- q. Florida Department of Transportation District Seven (Team 3)
- r. Westcare (Team 4)
- s. PSTA (Team 4)
- t. AARP (Team 4)
- u. Bon Secours (Team 4)
- v. St. Pete Chamber (Team 4)
- w. CareerEdge (Team 4)
- x. Goodwill (Team 4)
- y. Sun Country Cleaners (Team 4)
- z. Duke Energy (Team 4)
- aa. YMCA (Team 4)
- bb. BayFront Health Systems (Team 4)

- cc. Penny Hoarder (Team 4)
- dd. US AmeriBank (Team 4)
- ee. Regions Bank (Team 4)
- ff. Eckerd College (Team 4)
- gg. CASA (Team 4)
- hh. R Club (Team 4)
- ii. Bill Nelson's Office (Team 4)
- jj. Charlie Crist's Office (Team 4)
- kk. Weekly Challenger (Team 4)
- ll. Johns Hopkins (Team 4)
- Habitat for Humanity (Team 4)

Career Source Pinellas

1. Activities

- a. Job training (Team 5)
- b. job placement (Team 5)
- c. Career Assessment (Team 5)
- d. Employability skills training (Team 5)
- e. Pre-vocational training (Team 5)
- f. Special programs for special populations (ex offender, disability services, veteran's services, etc.) (Team 5)
- g. Welfare to work (Team 5)
- h. Food Stamp employment training (Team 5)
- i. Support services (transportation, child care, car repair, etc.) (Team 5)
- j. Referrals to community agencies (Team 5)
- k. Monthly Committee meetings (Team 5)
- l. Quarterly Board Meetings (Team 5)
- m. Disability Navigator Service (Team 5)
- n. Ticket to work Services (Team 5)
- o. Open to public (Team 5)

2. Organizations

- a. SPC (Team 5)
- b. Pinellas County School Board (Team 5)
- c. Pinellas County Commission (Team 5)
- d. Vocational Rehab (Team 5)
- e. Pinellas Opportunity Council (Team 5)
- f. Goodwill (Team 5)
- g. Private sector employers (Team 5)
- h. Pinellas County Housing Authority (Team 5)

Urban League Workforce Development

1. Activities
 - a. Pinellas Workforce Development Council (Team 2)
 - b. 3rd Thursday of every month at the Pinellas County Urban League @ 3pm, open to anyone. (Team 2)
 - c. Collaborative services and training updates across providers (Team 1)
2. Organizations (SPC1@spcollege)
 - a. PERC (Team 2)
 - b. HEP (Team 2)
 - c. PTC (Team 2)
 - d. SPC (Team 2)
 - e. CASA (Team 2)
 - f. Catholic Charities (Team 2)
 - g. Suncoast (Team 2)
 - h. GCJCFs (Team 2)
 - i. Career Edge (Team 2)
 - j. PCUL (Team 2)

Wrap-Around Services (YWCA)

1. Activities (SPC1@spcollege)
 - a. Open to Public (Team 5)
2. Organizations (SPC1@spcollege)
 - a. PERC (Team 5)
 - b. HEP (Team 5)
 - c. PTC (Team 5)
 - d. Pinellas Opportunity Council (Team 5)
 - e. SPC (Team 5)
 - f. CASA (Team 5)
 - g. Catholic Charities (Team 5)
 - h. Salvation Army (Team 5)
 - i. PCSB (Team 5)
 - j. Lutheran Services (Team 5)
 - k. Quarterly Meeting (Team 5)

Tina: Let's do a quick report out.

Speaker: We focused on South St. Petersburg and on jobs in Commerce Park with the expectation of going citywide. This program's goal is to first fill jobs in construction and commerce, then through feedback, we'll start to work toward the needs of employers in order to use training dollars effectively and fill the training gaps to meet the employer's need. We are currently meeting every two weeks.

Tina: Wow. There are 19 people at the table for this one.

Mark: If you are not involved in the CRA district activities, what value is there to participate?

Speaker: This is a part of the Tampa Bay collaborative. That is county-wide and we are working on getting training funds back that we lost a while ago.

Speaker: The 2020 Task Force meets quarterly. The next meeting is on November 28, 2017. Please feel free to come because we are an open group. We have about 100 partners and a lot of employers who have signed a commitment form. They are willing to tell us about job openings and the skillset they are looking for. We have service providers who offer all sorts of wrap around services to support people who have decided they want to exit poverty so that when they take two steps forward they are not penalized by losing services during their transition phase. Our goal is 30% reduction in South St. Pete by 2020 and we are going to be there.

Speaker: We discussed that 2020 is a backbone organization and FAST is an advocacy organization. We thought that of the five pockets of poverty identified in Pinellas County, that we should think about convening something like 2020 for Clearwater.

Tina: Great discussion.

Speaker: Career Source is a great organization that people don't understand. It finds people jobs for in the state of Florida. I just had an ex-felon come out, but wasn't able to get employed because he didn't tell the truth. They must tell the truth in order for us to help them. We have time restrictions. Get us on your mailing list and send us your minutes. If you have a need for manufactures in your meeting, I guarantee you that I'll be there. All of us from a County standpoint need to get involved. Big programs don't work. We've got to focus. Will we have failures? Yes, but we've got to stop finding jobs, and instead find careers. We don't just want people who want jobs, but we want people who are looking for career pathways.



Tina: So, I heard two things: we have a lot of groups working in specific areas, such as poverty, and we need to find out what employers need to match the training and the people to the employers.

Speaker: We have employers that have huge turnover because people are not getting enough hours to receive benefits. Employers need to take on a holistic approach.

Speaker: The other side of that is we have to rethink the idea of independent contractors like in the area of app development, for example. You end up making more per hour. The more certifications you get, the more attractive you are, making independent contracting a better option in some cases. We have to shift the way we think about employment with benefits.

Mireya: We have to think about our staff that we send to these meetings. Where can we convene that works best for those involved? How many of us attend meetings that are engaged and leave with an action plan? Where do we go that we have a common agenda about how to get people to work and get funding? When I look at the list and I see so many workforce development meetings I wonder where do we find the time? Perhaps we can narrow down these meetings today and maybe select a lead for these meetings. We may be going to too many meetings and not doing enough to get people to work.



When we talk about CNA we have to be realistic. They haven't been working for a while, so \$10 an hour may not be realistic, but it's a start for them. It's not just a job, but it's learning the culture of work and making transformational changes. From there, they can begin to look for advancement. We are working on getting them started.

LaDonna: We are making an assumption about some of these people. We are thinking that they have never worked and that may be a faulty thinking. Sometimes people have families, so we may want to help employees think about the lives of these people so the potential employees don't decide it's better to stay home than to get a job. I get concerned about that.



Also, when we talk about meetings that have 100 members at the table, we should think about the purpose of their gathering. We want to look at the model when it is appropriate.

I agree we should reduce some of the meetings, but the pockets of poverty and other challenges like discrimination and marginalization—something we haven't said in this room—present different needs. We need to help people learn how to navigate that system as well.

Michael: We also have to think about the individual in relation to the type of job that's best for them based on their needs, particularly for people with disabilities. We also want to educate employers about the tax breaks they can receive when they employ people with disabilities.

Mark: Affordable housing hasn't been addressed today. We need to think about how that will be addressed. Likewise, we should think about the functionality of our public transportation system because it is an important mechanism for getting to work.

Tina: Let's remember that today's purpose is to come up with a plan as a group to be partners. We'd love to solve all of the challenges we face, however, let's remember that we want to streamline our efforts and that is the purpose of today.

Anita: The Pinellas Workforce Development Council meets monthly to talk about what we are doing with our clients, housing policies, certification programs, and data reports on how many

people have been placed with jobs. The meeting is for sharing information on programs and events, among other pertinent information.

Tina: Who would like to speak about YWCA wrap around services or should we come back as a group?

There were no comments made about the YWCA wrap-around services.

Tina: Okay, let's mix up as a team and come back for the next activity.

Activity 2: Building our Workforce Development Resource Action Plan

Build our **Action Plan (Next steps and Organizations/Champions)** that will become the basis for collaborating our Workforce Development strategies to support our clients and the employers in our community.


Some questions to consider in brainstorming **Next Steps** for the **Action Plan**:

10. How do we work better together to meet employer and job seeker needs?
11. What does the perfect workforce ecosystem look like and how do we create it?
12. How can we strengthen our partnerships?
13. How do we have a unified approach to employing our clients (especially if we are all seeking the same employers)?
14. Are we being strategic in fundraising as a community?
15. How are we celebrating success as a community?
16. What are we doing about public policy – local, state and national level?
17. How are we serving residents who are differently abled – those who have special needs, mental illness, disability or recovering from substance abuse?
18. What do you do if you and another organization provide similar services?

Creating an Action Plan

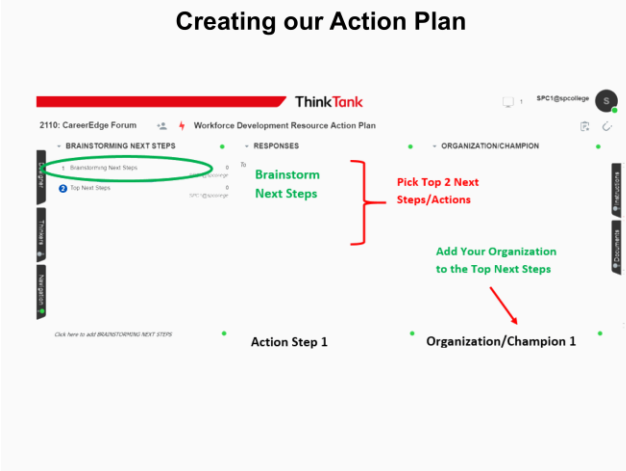
Activity 2: Create an Action Plan

1. Divide into **NEW** teams.
2. Work as a team to answer:
What are our next steps to support Workforce Development for our clients?
3. Type your answers into the brainstorming software.



Dru: Please select a number so that you know what team you're going to be in. As a collaborative, we want to leave with agreement on what's next. We are going to create a resource action plan.

Creating our Action Plan



Dru: You will brainstorm steps and build consensus around what are the top two choices, along with the organization that will champion the effort.



Collaborative Process

Deploy to your Teams!

- Appoint a **Keyboarder**
- Appoint a **Spokesperson**

CollaborativeLabs
Facilitated Solutions. Immediate Results

Dru: There was a lot of good thinking that went into nine questions on your agenda. Here’s the reality about your time: it is a limited resource. So as leaders within your organizations, consider how best to spend the time in relation to the nine questions and next steps on your agenda.

Use your numbers to determine your new team where you will hear new ideas.

Action Plan

Dru: This is good. Now let’s start looking at the top three along with what you can own.



Brainstorming Next Steps

1. Send agenda and minutes to participants (Team 1)
2. Common Community Calendar (Team 2)
3. Having specific Points of Contact at an agency or business to connect clients with jobs. (Team 4)
4. Meetings that are focused on a specific topic i.e. job placement (Team 4)

5. Connecting with more Employers, finding out what they're willing to do i.e. on the job training (Team 4)
6. Email blasts of Job Openings. (Team 4)
7. How do we use technology to capture meetings and be able to share them. (Team 2)
8. Generic emails of candidates available and employers (Team 1)
9. Collateral material with point of contact to connect individuals / partners to opportunities (Team 1)
10. Funding restrictions for various funders (Team 1)

Top Next Steps

1. Leadership committee identifies and prioritizes limited number of topics to be addressed by various committees, alliances, providers - for example: training, data, success stories, potential partners (Team 2)
2. Create a collective data report that provides metrics of success(es). (Team 2)
3. Published agenda for the meeting(s) - linked to shared community calendar (Team 2)
4. Statistical data sharing to avoid duplication of efforts, evaluate successes and challenges (Team 1)
5. Virtual meetings (Team 1)
6. A method of collecting Outcome Data as a whole - being able to look at the bigger picture and put the pieces together (Team 4)
7. Communication Platform- maybe through email or a website to see what jobs are open or what services are offered. (Team 4)
 - a. Career Source? (Team 4)
8. Asset Map - Letting others know what each agency provides and the opportunities available to collaborate. (Team 4)
9. Consolidation of efforts with a "leadership committee" to be the liaison for the various groups. (Team 2)
 - a. Career Edge (Team 1)

Note that there were departures and larger teams were formed, hence reducing the number of teams to three teams.

Action Plan – Team 4

Dru: Team 4, who is your spokesperson?

Speaker: We think emails that share what jobs are open may be a good way to reduce meetings. All of our agencies do not do job placement. Some train, so if there were a website to see where the jobs are that would be great.

Dru: That sounds like a good way to share important information efficiently and effectively.

Action Plan – Team 2

Speaker: We are having the same conversations. We want to consolidate agendas and meetings. Our initial thought was that we need a leading organization or entity to consolidate and share the information.



Anita: Whomever leads that should think about how to track success stories and include metrics.

Speaker: We think that if we have a consolidated picture as a community we'd be better able to present a stronger picture to Tallahassee and be heard at a much higher level.

Dru: You're talking about unified story telling. That's powerful! Team 1?

Action Plan – Team 1

Cory: We thought about virtual meetings to save time. We also talked about Gypsy Gallardo possibly helping us identify what metrics to track. Another thing we thought about was marketing our work for the purpose of awareness and reducing redundancies.



Dru: Great! Now, take one action and put a champion next to it. For example, if Gypsy were here, she might be a champion for the initiative just mentioned.

Wrap-Up and Next Steps

Dru: Let's come back to our tables and as you do, I'm going to turn the mic over to Jonathan.

Artwork



Jonathan: There were lots of golden nuggets to play with this morning. The idea of rowing and being on the same page to work together led me to start thinking about synchronicity. Good things happen when that takes place. I began to visualize the idea of partnership, alignment and rowing toward working together to better address the business needs in the community. I wanted to bring in visualization of what is success. I also wanted to show that there are challenges in our work. That led me to drawing sharks in the water, but have resources to help bring people on board and help them with their success.



Closing Remarks

Dru: Thank you Jonathan. Employers are important stakeholders. They were not represented in the room, but I want you to know we will be working with them.

Tina: Sheron has been busy capturing all of the notes, pictures, sign in sheets and all that is included in the Real Time Record. It will go out to Jennifer and Mireya on Monday.



Thank you!



Mireya: I want to thank everyone for sharing three hours of your life with us today along with your passion. I used to be a single mother going to college with a job. That's where my passion comes from so I understand from a personal place and I thank you all.

Tina: Thank you all for coming.



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Visit Our Website

www.CareerEdgeFunders.org

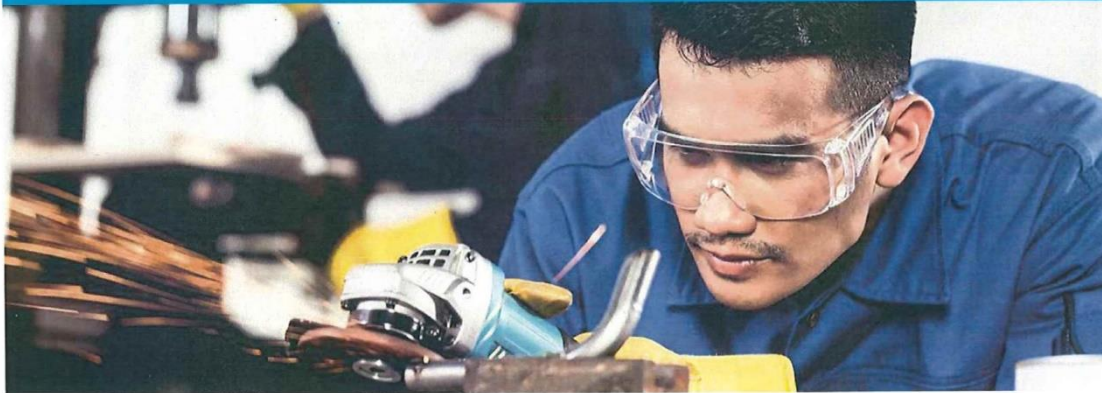


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Appendix: CareerEdge Funders Collaborative Flyer

See Attached



The Power of Partnerships is Creating Jobs in Our Community

CareerEdge provides an exceptional labor force to a region's growing industries by leveraging community assets and forming high-performing workforce partnerships.

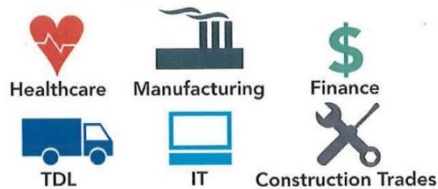
CareerEdge Work

- Direct **Training Grants** to employers in order to upskill workers in target sectors
- Funded **Certification Programs** for job seekers in high demand sectors
- **Bridges to Careers Soft Skills Training** for both incumbent workers and job seekers
- **Young Adult Strategies** to increase credential attainment for 18-25 year olds
- **Internship Reimbursement Program** to encourage experiential opportunities for students
- Consortium **Leadership Training** in the Healthcare sector
- **Workforce Research**, such as the Manufacturing Skills Gap Study and Labor Market Analysis
- Participation in **Community Collaborations**
- Serving as the regional **Convener** on critical workforce issues

A Network of Partnerships



CareerEdge Target Industries



CareerEdge Results

140
Employers
Developing
Employees

4,021
People
Trained

\$8.1M
Invested in
Regional Workforce
Development

1,239
New Jobs
Created

\$20.7M
In New Wages
& Raises

CareerEdge Model



Our Founding & Current Funders

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- City of Bradenton
- Foundation for a Healthy St. Petersburg
- Gulf Coast Community Foundation
- Jane's Trust
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- Sarasota County Government
- Scheidel Foundation
- United Way Suncoast



CareerEdge and its investors lead a cutting edge approach to promoting regional prosperity for all workers and creating a skilled labor force through employer partnerships and industry collaboration.

"We are about helping individuals and making lives better. We want to create a sustainable community that allows economic growth where everyone will benefit. By assisting individuals and employers, CareerEdge is a catalyst for economic growth and workforce development."

Christine Ruiz
Senior Vice President, Market Manager
Enterprise Business & Community
Engagement at Bank of America

CareerEdge
Funders Collaborative

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