



Pinellas Workforce Leadership Committee Planning Meeting

February 27, 2019
Real-time Record



Executive Summary

On February 27, 2019, members of the Pinellas Workforce Leadership Committee met at the SPC Downtown campus for a 2019 Planning meeting.

The meeting was kicked off by Mireya Eavey from CareerEdge, and followed by Jennifer Brackney from CareerSource Pinellas, who shared an overview of how the organization has evolved over the past year and where they are headed. Peg Walton from Tampa Bay Works, a program of Tampa Bay Partnership, discussed the supply and demand of the talent pipeline.

The Committee then viewed a list of industry sectors and selected their top industry to focus on in 2019.

<p style="text-align: center;">Top Industry Sector to be the 2019 Focus of Pinellas Workforce Leadership Committee</p>

“Skilled Trades”

Skilled Trades includes a variety of industries such as construction, automotive, HVAC, and many more.

Next, the group brainstormed the primary goal of the Committee. The one that rose to the top was:

<p style="text-align: center;">2019 Goal of Pinellas Workforce Leadership Committee</p>
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Fine tune a comprehensive best practice to working with clients and the business community; build training that meets that need

The other two goals mentioned were:

- Clear definition of mission and identify collaborative organizations
- Create a Best-in-class program - break it down into what is available - address all aspects of what it takes to get people trained and employed

The Committee concluded the planning meeting working in teams to brainstorm Bold Next Actions along with available Committee Resources, Assets, and Employee Partnerships. The table of Next Actions can be found on the next page.

Bold Committee Actions for Skilled Trades	
2019 COMMITTEE GOAL: Fine-tune a comprehensive, best practice to working with clients and the business community; build training that meets the need	
Top Bold Committee Actions	Resources, Assets, Employer Partnerships
1. Join forces with Tampa Bay Works and Community Based Organizations (JWB, St. Pete Works, etc.) and Education to align our efforts with the in Skilled Trades.	<ol style="list-style-type: none"> 1. EDC's 2. Chambers 3. Industry specific Associations and Trade Publications 4. CareerSource Pinellas 5. Community Based Organizations 6. EMSI - LMI Database 7. Educational Providers 8. PE Hub, Private Equity Firms
2. Convene a Business and Education Summit - Focus on Skilled Trades Summit open to both Employers and Employees (2-days)	1. City has facilities, employer connections, maybe some funding to participate in this endeavor, But we think 2 days is too long for employers.
3. Develop a pool of OJT funds that is large and unencumbered	<ol style="list-style-type: none"> 1. Government (Local, State, and Federal) 2. Have industry with great need contribute to such a fund 3. Explore foundation funding for this purpose as well
4. Develop increased OJT opportunities for clients in training	1. CareerSource, Labor Unions, etc.
5. Looking at LMI information - What are the top 10 in-demand skilled trades occupations	1. CareerSource can provide this data.
6. Identify the focus area for skilled trades based on labor market research.	1. Again, CareerSource and CareerEdge can provide this information.
7. Identify highest demand, highest starting wage skill trades.	<ol style="list-style-type: none"> 1. Professional associations (BAMA, UTBMA) 2. Union partners 3. CareerSource Florida (and Pinellas)
8. Determine how to train at the speed of business. we are always too slow to respond.	1. CareerEdge
9. Utilize a Database (Dodge Report) and LMI to understand skilled trade needs to strategically source talent	
Other Bold Actions to Consider:	
<ul style="list-style-type: none"> • Strategically Bring Social Service Groups together (JWB, 2020, etc.) • Getting to know Employers and their needs to tailor training and employees to meet those needs. • Establish quarterly industry specific (trades) meetings with potential employers to continually ensured demand matches supply. • Trade Publications and Trade Organizations - Prioritize and assign accountabilities 	

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Pinellas Workforce Leadership Committee Planning Meeting

Wednesday, February 27, 2019, 8:00am – 10:30am
SPC Downtown Center: 244 2nd Avenue N., St. Petersburg, FL

8:00am – 8:30am	<u>Networking & Breakfast</u>
8:30am – 9:00am	<p style="text-align: center;"><u>Welcome & Pinellas Workforce Leadership Committee Successes & Strengths</u></p> <ul style="list-style-type: none"> • Mireya Eavey – Welcome & Share Successes of our work from • Jennifer Brackney – Vision of CareerSource Pinellas • Peg Walton – Talent Pipeline Process and Data • Collaborative Labs will invite participants to share <i>specific Pinellas Workforce Leadership Committee successes in 2018!</i>
9:00am – 10:30am	<p style="text-align: center;"><u>Building our 2019 Pinellas Workforce Leadership Committee (PWLC) Roadmap</u></p> <p><u>Top Industry Sectors:</u></p> <p>Participants will prioritize the Industry Sectors to select the <i>Top 2 Industry Sectors</i> the Pinellas Workforce Leadership Committee will focus on in 2019.</p> <ul style="list-style-type: none"> • Healthcare • Skilled Trades • Hospitality • Financial Services/Insurance • Computer Programming & Cybersecurity • Other <p><u>Top Pinellas Workforce Leadership Committee Goal:</u></p> <p>In teams, participants will brainstorm and prioritize 2019 PWLC Goals to determine the <u>Top Overarching PWLC Goal.</u></p> <p><u>Bold Next Actions for Top Industry Sectors:</u></p> <p>Participants will self-select into <u>one</u> of the “Top 2 Industry teams” in which they can add the most value and drive success in 2019. Refer to the list of Top Next Steps on the other side of this agenda as a good starting point.</p> <ul style="list-style-type: none"> • Round 1: Participants will brainstorm the 2019 PWLC Bold Next Actions to achieve our Committee Goal for the selected Industry Sector. Each team will select their Top 2 Bold Actions to carry forward. • Round 2: For each of the Top Bold Actions, participants will brainstorm Resources, Assets, and Employer Partnerships to mobilize our Bold Next Actions. <p>We will end a productive morning reviewing our <i>Next Steps for Success.</i></p>

For the **Bold Next Actions** Team Brainstorming Activity

ACTIONABLE RECOMMENDATIONS MADE AND IDENTIFIED AS "TOP NEXT STEPS"

(No Preference to Order)

- **Develop a "Leadership Committee"** – Identify and prioritize a limited number of topics to be addressed by various committees, alliances, and providers *(For Example: Training, Data, Shared Successes, Potential Partners)*
- **Create a collective data report detailing metrics of success**
- **Publish agendas for each meeting(s)** – Link to a shared community calendar
- **Share Data** – Avoid duplication of efforts, evaluate successes, and highlight challenges (to be addressed)
- **Host virtual meetings** – Enables greater participation
- **Develop a uniform method of collecting "outcome data"** – Assess community-wide data and strategize
- **Establish a communication platform** – Make readily available potential job openings via website or email
- **Create an Asset Map of resources** – Communicate what agency provides and the opportunities available to collaborate
- **Consolidation of efforts within a "Leadership Committee" to be the liaison for the various groups**

*From the Summer 2018 CareerEdge Study, **How to Increase Support, Training and Connections to Employment***

Welcome & Pinellas Workforce Leadership Committee Successes & Strengths

**Pinellas Workforce Leadership Committee
Planning Meeting**
February 27, 2019



Welcome

**Mireya Eavey
Jennifer Brackney
Peg Walton**

Welcome

**Tina Fischer
Collaborative Labs**

Session Objectives

*Build our
2019 Pinellas Workforce
Leadership Committee Roadmap*

- Leverage our 2018 Successes
- Identify our "Top 2 Industry Sectors"
- Determine our "Top Committee Goal"
- Mobilize our 2019 Goal for Top Industry Sectors with *Bold Next Actions, Assets, and Employer Partnerships*



Tina: Welcome to the Pinellas Workforce Leader Committee Planning Meeting! Is this anybody's first time in the committee meeting? (*Shauna and Peg raised their hands.*) Welcome, welcome. I'd like to bring up Mireya to kick us off.

Mireya Eavey, Chief Workforce Officer, Sarasota Chamber of Commerce: I know most of you. Real quick, let's do brief introductions.



Andrea Henning, Executive Director of Workforce Institute and Collaborative Labs, SPC

Joyce Robinson, Pinellas Opportunity Counsel





Sophia Sorolis, Director of Economic and Workforce Development Department



Jason Druding, Strategic Services Director, Lighthouse of Pinellas



Brother John Muhammad, Executive Director, Community Development and Training Center



Alex Morfesis, St. Pete Business League



Peg Walton, Executive Director, Tampa Bay Works



Jennifer Brackney, Executive Director, CareerSource Pinellas



Julie Rocco, Senior Program Officer – Research and Assessment, Foundation for a Healthy St. Petersburg



Shauna Donahue, Program Manager, CareerEdge



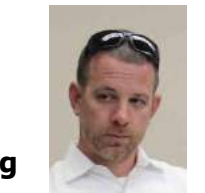
Kris Rawson, VP for Workforce Development, Goodwill Industries



Tina Fischer, Collaborative Labs Manager, SPC



Michael Jalazo, Executive Director, Pinellas County Ex-offender Re-entry Coalition



Zach White, Vice President, Homeless Empowerment Project



Rich Alvarez, Career Pathways Director, People Empowering & Restoring Communities

Mireya: We have employer partnership models that are recognized across the country and fuel workforce development. We partner closely with workforce boards and advocate in D.C. The Pinellas Workforce Committee developed from work started with Healthy St. Pete.



Mireya: The asset map looks at how we as a community address differently-abled members in the community. We expanded from there – we were initially looking at a very focused group. We hired Jennifer Evans; she met with a lot of you.

We had a Collaborative Labs meeting and brought everybody who works on workforce development together to figure out who does what. It was a successful meeting, but too big of a group. We also found out that a lot of the individuals were going to five, six, even seven workforce development meetings, and it was not all connected. We all have our space and our unique work, and we tend to stay in that space. That meeting was a lot of conversations with the partners about how we can work better together.

From that meeting, we started to have individual meetings with all of you to understand the landscape in Pinellas. Everyone in the county is doing great work, but where are the gaps and where is there duplication where it is not needed (i.e. where it is saturated in that area)?

The Pinellas Workforce Group then formed a small committee; Sophia hosted the first meeting at the City. When you look at the paper that Jennifer did, we had next steps.

The last meeting, we said that it is time. We all understand the asset map, now we need to come up with a community plan. We need to focus on one or two industries.

CareerEdge can help with bringing employers to the table. We had a lot of success in 2018. This committee has had some really honest and robust conversations. Today, we want Jennifer to talk to us a bit about her vision.

Agenda

- Who Are We?
- Organizational Structure (past & present)
- Recent Events
- Moving Forward

Pinellas Workforce Leadership Committee
February 27, 2019



Jennifer: I am with CareerSource Pinellas. Who are we? We are a workforce network, a Florida not-for-profit organization. CareerSource Pinellas is our business logo; it is the trademark for the State.

Who Are We?

WorkNet Pinellas, Inc. is a Florida Nonprofit Corporation and a 501 (C)(3) organization.



For business and logo purposes, the agency is referred to as CareerSource Pinellas (CSPIN).



Jennifer: We are one of 24 regional workforce boards. We are the seventh largest; we cover all of Pinellas County. We have two full-service career centers, two satellite centers, and one administrative office. There are 76 full-service satellite offices throughout the state. A satellite office focuses on specific activities in the area.

CareerSource Pinellas

- 1 of 24 Regional Workforce Boards
- 7th Largest in Florida
- Pinellas County
- Population: 916,542



Career Resource Centers

- 2 Full Service Career Centers
 - ◆ South County
 - ◆ Gulf-to-Bay
- 2 Satellite Centers
 - ◆ Tyrone
 - ◆ Tarpon Springs
- 1 Administrative Office
 - ◆ EpiCenter



Jennifer: Our major funders. We received a Youth Build grant, which is a huge accomplishment and a great opportunity for about 70 youth.

Programs & Funding

- Workforce Innovation & Opportunity Act (WIOA)
- Wagner-Peyser
- Supplemental Nutrition Assistance Program (SNAP)
- Temporary Assistance for Needy Families (TANF)
- Trade Adjustment Act (TAA)
- Other Direct and Special Projects

Jennifer: Our mission.

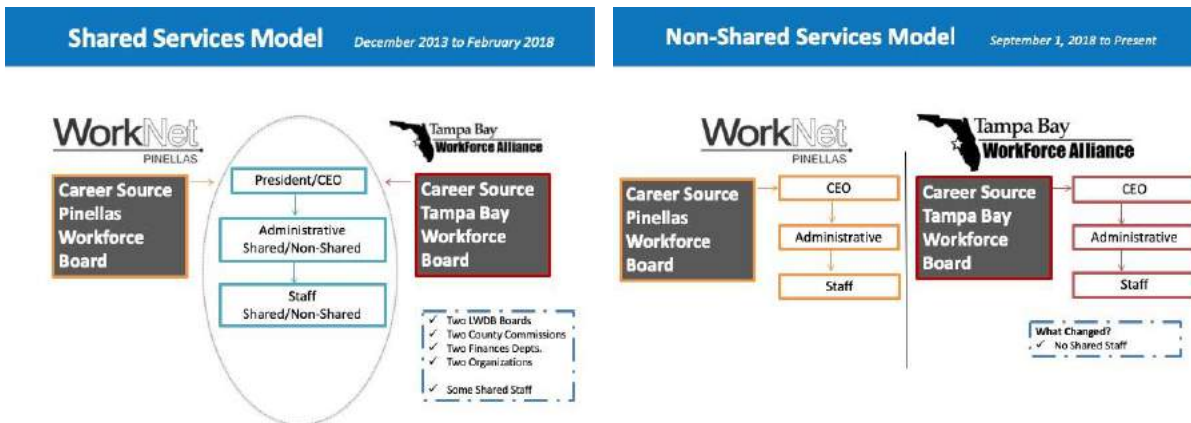
Mission Statement

To connect employers with qualified, skilled talent and Pinellas County residents with employment and career development opportunities to achieve economic prosperity.




Jennifer: Organizational structure – I am going to show it to you in two slides. About 30% of the staff were shared between the two organizations. This worked fine until 2018. All we did was take out the shared staff. We want to develop our staff and put our leadership teams together. We may continue indefinitely to operate as sister organizations.

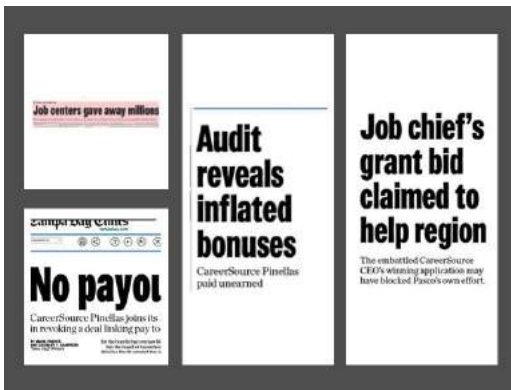
Organizational Structure





Jennifer: Recent events – In 2018, we had a lot of headlines – 191 articles in the Tampa Bay Times. We had a lot of drama going on, and now we are moving forward. We have a lot of teamwork and traction that is moving this thing forward. We are reviewing, rebuilding, reconnect, revitalize, rebranding.

Recent Events



Moving Forward



Jennifer: We had to review the bureaucratic guidelines.



Review
Rebuild
Reconnect
Revitalize
Rebrand



Review Policy and Procedures to ensure alignment with state/federal guidelines

Jennifer: Next, we wanted to rebuild. This really took us back to our board. We have a great 37-member board.



Jennifer: We have to reconnect with our partners. We need to reach back out and let them know we can be a good partner now.

As I mentioned, we have two satellite offices – Why just two? Why not have four?

We need to look at what each area needs. Customize it to what the particular community needs.

This professional networking group is open to anyone at the professional level. Right now, this meets every week at the EpiCenter. There have been 30-40 people at each meeting.



Jennifer: We have to revitalize. Revitalization really focuses on sector strategies. You can always throw hospitality in there, too.

Jennifer: We want to have a career fair every month. The last one, we had over 20 employers and over 200 attendees.



Revitalize

Local Employers
Pinellas County EDC
EDC of Greater St. Petersburg
Chambers of Commerce
Tampa Bay Partnership

Revitalize Business Partnerships to meet the needs of local employers and focus on sector strategies

Sector Strategies

- ✓ Healthcare
- ✓ Information Technology
- ✓ Manufacturing
- ✓ Construction
- ✓ Financial & Professional Services

CAREER FAIR
November 8, 2017 • 9:00am - 1:00pm
The Education & Training Center
1100 1st Avenue South

Jennifer: Rebranding – We have to have a gentle plan.



Rebranding

Brand

- Rebrand our image
- Launch a gentle marketing campaign
 - Website
 - Success Stories
 - Positive Highlights
- Let the community know about the good work we continue to do

Jennifer: Last but not least, we have great opportunities here.



Opportunities

We are well positioned to meet the vision of enhancing alignment with workforce, education and economic development.

Mireya: Thank you, that was very helpful for all of us. The other person I wanted to invite, who I've been working with at Tampa Bay Partnership, is Peg Walton. Peg is the new Executive

Director of Tampa Bay Works. Peg brings a lot of experience. She has been working in workforce development on the employers' side for many years. I asked Peg to share a bit with this committee, so we have awareness of what is going on at the Tampa Bay Partnership. Peg, please come on up.



Peg: Mireya wisely did not ask me to do a PowerPoint (*laughter*). I just started my position January 7th.

Do you all know what Tampa Bay Partnership is? (*The committee members responded in the affirmative.*) Over the last couple of years, they have done a Regional Competitive Report to find out what is keeping the region from being competitive. All the information is available on the website. It talked a lot about talent – what is holding back economic development? Tampa Bay Partnership wanted to bring the employers-led voice. Regional competitiveness based on talent.

The U.S. Chamber of Commerce focuses on talent development; they use a business-centric model. You approach it from a supply-chain point of view. It is called talent pipeline management. I was brought on in December because I have done a lot of this work at the national level. I worked with a group called Corporate Voices for Working Families, which helps prepare people coming into their organizations. What is keeping employers from hiring people 50 and older and keeping them vitally employed?

I have lived in Clearwater for three years. I am excited to be working on this. We will be working on this from a regional point of view. That is the demand side. Nothing happens beyond that without the supply side. We put out an RFI (request for information) and got a lot of responses – we did not even have to go knock on doors.



Healthcare and manufacturing in this region – that is what we are starting with. BayCare came to the table, Moffitt, and two other major healthcare companies. The employers will bring employers.

Manufacturing was interesting. There are a lot of small manufactures; it will be a different nut to crack.

We will look at their demands, what competencies and certifications they need. The intent is to be able to communicate to the supply side in a clearer, more granular manner what is needed.

Tina: It is so exciting to know I am a commodity! The mission statement sounds like the mission statement of the Committee. We definitely have the right people in the room. We are all headed in the right direction.



Tina: Before I get into our first polling, I want to introduce our team. Michael is taking some pictures and running the technology. Jenica is collecting all the notes for us; all of this will be put together in a document called the Real-time Record, which you will all receive a copy of in a couple of business days.

Today, we will start off with leveraging our successes. We will pick one or two top industry sectors that the committee will work on for the next year. We will determine one top overarching committee goal that can be applied across industry sectors. We will walk out the door mobilizing for bold actions. As I met everybody this morning, I noticed we all have a great network; it will be great to put all that together.

First, we will talk about our success from 2018. On the back of your agenda, you will see the next actions that came out of the study. Mireya, would you like to start us off?

Mireya: One of our successes was coming together and meeting. We had really good discussions and put together an asset map to get a better understanding of what organizations do things well. Everybody wanted to work together so we can move our workforce development in this community. We had a discussion regarding an available grant, and we all worked together to go after the grant. That was a success because we were talking to each other and pulling together.

We also had conversations with the city. How can we take work that is being done here and enhance it and bring more dollars to the table? We all realize that we are going after the same resources. We have to collaborate and go after the resources together so we can make a greater impact.

The last meeting we had was really good; everybody was really open to moving this forward. How do we help individuals who have challenges entering the workforce? How do we work better together? The Foundation for a Healthy St. Pete was integral to bringing this group together. The way this group has come together was very impressive.

Tina: Andrea and I have a unique perspective because we have had so many of you in the Collaborative Labs. It is exciting for us to see it come together into a leadership committee and talk about everything that is happening and work together to collaborate and move it forward.

Michael: We started St. Pete Works in partnership with the city over the last two years. From that, pushing forward through the CRA, Zach and I started talking about different things we need to do countywide. I would imagine that Jennifer has had an interesting 12 months.



At these meetings, we really addressed that we should not have to have these meetings. We have a workforce board. We have to make sure that workforce board gets empowered. It was because of this collaboration that a few of us decided to join the board. There is a lot of good work getting done and movement forward.

Michael: A couple months ago, I met with Mireya and Jennifer – that is what we need. Things aren't fixed, but we are fixing it. We have to move forward. At that meeting at the Urban League, we talked about those grants and worked together to pull that together and get funding. You are seeing the results of these collaborative efforts. This is not just a St. Pete effort, it is a countywide effort.

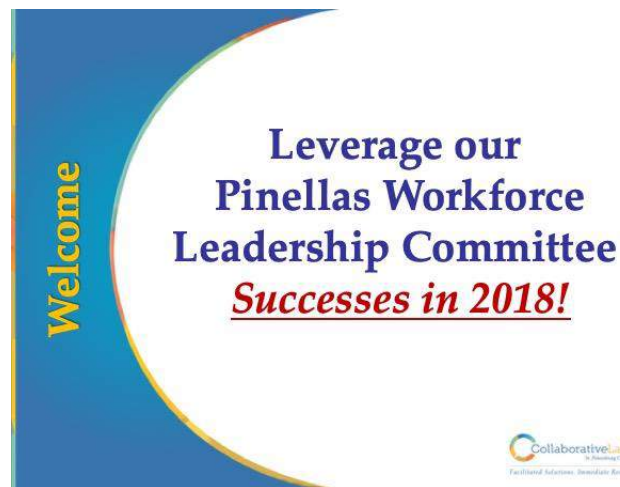
I told Jennifer I would like to see CareerSource not be competing with SPC or anyone else; we are moving in that direction. Let's not discount how much work has gone into this. Even Alex, who drives everyone crazy, has brought a lot of discussions to the table that have helped us move forward. Mireya has been a great leader, helping us push this vision forward. We have a strong partnership that is making great progress in a short amount of time.

Tina: Every person in this room can make a difference. Quit waiting for other people and step up and be the leader. If we all put our resources together, we can all do more.

Sophia, you were at a business leader's convening a while back – we have been doing those all over the county.

Michael: Brother John has done so much in the community; he never takes enough credit.





Building our 2019 Pinellas Workforce Leadership Committee (PWLC) Roadmap

Top Industry Sectors



Tina: Grab your clickers – we are going to have you choose your top 2 industry sectors to focus on in 2019.

Mireya: Skilled trades is not just construction; it bleeds across many industries, such as manufacturing. We did not want to trap it into one industry.

Michael: That is what we are talking about with skilled trades – construction, manufacturing, automotive.

Mireya: We need auto technicians across the state. It is a good-paying job that requires just a couple years of training.

Tina: We want to focus on ones where someone can get a skilled trade or a certificate and get to work right away.

Alex: Is this for long term, or are we looking for actionable for folks?

Mireya: It is actionable for folks. For auto technicians for example, we have programs where employers are pre-hiring them and they spend two months in a cohort at night. What are some industries where we can get folks into the entry-level positions, but there is a pathway to higher-level positions? We are talking more of 12-month-or-under training. It is jobs that are not dead ends.

Michael: We are looking at the careers of the future – how do we keep that a priority while immediately meeting the living-wage need? But then we talk about the sheer numbers.



Lorene Gregory, Project Director, Impact St. Pete: We need to consider what is relevant for the county.

Tina: SPC is also addressing our need for cybersecurity. We brought in employers and we created a bachelor-level program that is a BAS (Bachelor of Applied Sciences).

**Choose Top 2 Industry Sectors for the
Pinellas Workforce Leadership Committee**

1. Healthcare – 32%
2. Skilled Trades – 42%
3. Hospitality – 4%
4. Financial Services / Insurance - 4%
5. Computer Programming & Cybersecurity – 19%
6. Other - 0%

Michael: Why can't we choose three?

Mireya: We are talking about 2019, and we are trying to see if we can focus on those employers. If we are going to focus on some employers and work with the EDCs and the Chambers to bring those employers around the table to have a deep dive, I think two is ambitious.

Peg: Healthcare is huge and growing. It is a real target in Florida. It is driving economies in Florida.

Michael: There are additional challenges in healthcare. The starting wages are not as high as we would like, and there are specific backgrounds you have to overcome.

Mireya: Moffitt has now taken away the background screening requirement. A lot of it has to do with employers realizing that some of those background screening can be a minor thing someone did when they were very young. The issue is, a lot of the schools still do the background screening. How will the employers communicate that to the schools?



That is not to say that as we have our younger graduates, we may not have more people without a background.

Jennifer: What populations are we focusing on? Underemployed? Special needs populations? Overall workforce?

Michael: It is overall workforce, but we target.

Jennifer: There is the opportunity to upscale people who are already working and to reach those targeted populations.



Alex: The healthcare industry has a regular 25% of their workers with alcohol and drug problems. Healthcare is a local monopoly. The healthcare industry has shown that they need some aggressive encouragement to remember there are laws they have been ignoring for 15 years. Healthcare is bringing folks in from out of the area before they hire down the street. They did not do the work to build the workforce in the area.

Michael: Part of me says we should just focus on one if we really want to make significant impact. We have gone down the road with healthcare; we should continue down the road. With skilled trades, those are two obvious things in terms of need. In terms of pay and jobs for the future, computer programming and cybersecurity stands out. This group will continue the discussion.

Joyce: These people have to get past the educational training piece to even get into the job. Moffitt may hire them, but if they want them to have a certification and they cannot pass the test to get into the program, they will not have that job. How can we help people get past those barriers to get the educational or skilled training they need?





Brother John: We have been talking about the entry-level pay. Computer programming and cybersecurity has been a big focus. Digital entrepreneurship is something we have been talking about. 'Flip flops and laptops' – people working on their laptops in coffee shops and making a lot of money. The younger generation is much more computer-savvy.

Michael: There is so much need in coding. You can get some certifications that can get you work as an independent contractor. The one job you will not get fired from because of your background is working for yourself.

Jason: Have we explored the supply side to ensure there is a supply of interest? The demand side is great, but on the supply side, young people especially are picky about the work they do and the circumstances of that work.



Mireya: We are picking an industry because we want to bring those employers around the table to have these discussions with them. We have been meeting quarterly with our employers. Because of those meetings, they are changing the way they compensate employees, the way they hire. Employers think it is a supply-side issue, but that is not the case. We have to retrain the employers that we live in a different world than before. What is good for this community? The people are out there, they want to work. It is, how are we presenting it to them, and how are they understanding?

We have not talked about insurance – people can make a decent salary with a short amount of training.

Let's not pick too many industries, because our work is really with the employers.

Speaker: Why not scratch healthcare for this group? We will work on that anyways.

Michael: I do not think we should scratch it. We acknowledge that we are working on it. We are already focusing on these two.



Following discussion, the committee took a revote.

Choose Top 2 Industry Sectors for the Pinellas Workforce Leadership Committee

1. Healthcare – 23%
2. **Skilled Trades – 44%**
3. Hospitality – 0%
4. Financial Services / Insurance – 3%
5. Computer Programming & Cybersecurity – 30%
6. Other – 0%

The committee decided to have just one top industry, skilled trades.

Top Industry Sector
<ul style="list-style-type: none"> • Skilled Trades – 44%

Tina: That includes a lot – we will have some future discussions about what all that entails.

Top Pinellas Workforce Leadership Committee Goal
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Building our Roadmap

Brainstorm Goals to determine our Top Overarching Committee Goal for 2019!

(regardless of Industry)

CollaborativeLabs
Facilitated Solutions. Immediate Results.

Team Breakout Question

ThinkTank

2562: Pinellas Workforce

- PINELLAS WORKFORCE LEADERSHIP COMMITTEE GOALS

- Brainstorm Workforce Leadership Committee Goals
- 1.1 Top Overarching Committee Goals

- BRAINSTORM GOALS

Brainstorm Workforce Leadership Committee Goals

Committee Goal 1	Team 1	} Pick Top Overarching Goal
Committee Goal 2	Team 2	
Committee Goal 3	Team 3	
Committee Goal 4	Team 4	

- BRAINSTORM GOALS

Committee Goal



Tina: As a committee, we will pick one overarching goal. Right now, take a couple minutes and discuss at your tables what one overarching goal for the committee should be for 2019, regardless of the industry.

The committee members brainstormed potential overarching goals for the committee for 2019.

Brainstorm Workforce Leadership Committee Goals

1. Clear definition of mission and identify collaborative organizations
2. Create a Best-in-class program - break it down into what is available - address all aspects of what it takes to get people trained and employed
3. Fine tune a comprehensive best practice to working with clients (not just the needs of the client but also of the business community) - build training that meets that need



Peg: We prioritized having a really clear idea of mission and to identify collaborative organizations.

Sophia: For many people, it is not just getting the training, but meeting basic survival needs. If we could meet and break it down into identifying housing programs, travel assistance, etc., we

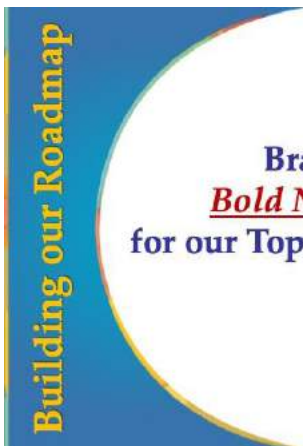
could build out a program over the year that addresses all aspects of what it takes to get somebody stable and trained.

Michael: We need to finetune a comprehensive best practice. If we do not do a comprehensive assessment on the front end, it does not matter what training they get.

Kris: It needs to represent not just the needs of the clients, but also the needs of the business side. We need to build training that meets those needs – not the training we think they need, but what they tell us they actually need.

Tina: You probably have a lot of best practices in your own organizations that we could pull together.

Bold Next Steps for Top Industry Sectors



Brainstorm
Bold Next Actions
for our Top Industry Sectors



Let's View
ThinkTank



- Select your preferred Industry Sector
 - Appoint a Keyboarder
 - Appoint a Spokesperson
- Music = Movement!
- Take Breaks As Needed



Deploy To Teams!



Tina: We are at the last step, which is to come up with bold actions. We chose skilled trades to focus on. We are going to break into teams and identify our next steps to put people to work and connect our employers.

Tina explained how to use the ThinkTank software and committee members worked on bold actions in three teams.

Industry Sector Skilled Trades: Brainstorm Bold Actions

1. Looking at LMI information - What are the top 10 in-demand skilled trades occupations (Team 1)
 1. CareerSource can provide this data. (Team 3)
2. Convene a Business and Education Summit - Focus on Skilled Trades Summit open to both Employers and Employees (2-days) (Team 1)
 1. City has facilities, employer connections, maybe some funding to participate in this endeavor, but we think 2 days is too long for employers. (Team 3)
3. Identify the focus area for skilled trades based on labor market research. (Team 3)
 1. Again, CareerSource and CareerEdge can provide this information. (Team 3)
4. Develop increased OJT opportunities for clients in training (Team 2)
 1. CareerSource, Labor Unions, etc. (Team 3)
5. Develop a pool of OJT funds that is large and unencumbered (Team 2)
 1. Government (Local, State, and Federal) (Team 2)
 2. Have industry with great need contribute to such a fund (Team 2)
 3. Explore foundation funding for this purpose as well (Team 2)
6. Identify highest demand, highest starting wage skill trades. (Team 2)
 1. Professional associations (BAMA, UTBMA) (Team 2)
 2. Union partners (Team 2)
 3. CareerSource Florida (and Pinellas) (Team 2)
7. Determine how to train at the speed of business. we are always too slow to respond. (Team 3)
 1. CareerEdge (Team 3)
8. Join forces with Tampa Bay Works and Community Based Organizations (JWB, St. Pete Works, etc.) and Education to align our efforts with the Skilled Trades. (Team 1)
 1. EDC's (Team 1)
 2. EDC's (Team 1)
 3. Chambers (Team 1)
 4. Industry specific Associations and Trade Publications (Team 1)
 5. CareerSource Pinellas (Team 1)
 6. Community Based Organizations (Team 1)
 7. EMSI - LMI Database (Team 1)
 8. Educational Providers (Team 1)
 9. PE Hub, Private Equity Firms (Team 1)
9. Utilize a Database (Dodge Report) and LMI to understand skilled trade needs to strategically source talent (Team 1)
10. Strategically Bring Social Service Groups together (JWB, 2020, etc.) (Team 1)

- 11. Getting to know Employers and their needs to tailor training and employees to meet those needs. (Team 1)
- 12. Establish quarterly industry specific (trades) meetings with potential employers to continually ensured demand matches supply. (Team 2)
- 13. Trade Publications and Trade Organizations - Prioritize and assign accountabilities (Team 1)



Tina: Teams, are there any highlights you would like to share?

Team 1



Andrea: We were all about leveraging the good work being done by all the various entities; we do not want to create more work. Join forces with Tampa Bay Works and Community Based Organizations (JWB, St. Pete Works, etc.) and Education to align our efforts with the Skilled Trades.

Team 2



Michael: Emphasizing the idea of developing unobligated OJT funds. We need to create more funds that are not specific – unobligated funds that we can use for on-the-job training. The on-the-job-training experience is huge.

Team 3



Sophia: This category is very large; we need to figure out what we are going to focus on, such as identifying the top ten highest paying. We also want to get to a point where our partners can respond quickly to employers' demands.

Next Steps for Success

Alex: I want to close with encouragement about how one person can make a difference.

Michael: That was good, you were concise.

Jason: Would there be an interest in formulating a summit later this year to introduce the community to this initiative to get the word out? All of us have our specific missions, but we do so much more than that. Would that be something of interest? A business and education summit?

Tina: You may want to have this as an action item for you next meeting.

Mireya: We have to decide when and where our next meeting will be. We will send that out.



Attendees – Sign-in Sheets

Attendees:

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

Sponsoring Client: CareerEdge - Pinellas Workforce Leadership Committee Collaborative Engagement: 2/27/2019

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