



The 2020 - 2025 Strategic Plan

(updated March 2024)



Mission, Vision, and Values

In the new economy, disruption will be the new normal. Creativity and critical thinking are becoming the workforce skills currency as artificial intelligence and automated systems proliferate. What, then, should a regional workforce board do to prepare people for this new employment market? We think the answer is clear:

A focus on employer needs of today and tomorrow.

Mission

Identify and invest in workforce development solutions to meet the needs of Manatee and Sarasota Counties.

Vision

A highly skilled and responsive workforce that fuels a thriving economy.

Values

Employer Centric / Integrity / Culture of Excellence / Collaboration / Innovation

Overview and Objectives

Project Overview

CareerSource recently concluded a planning process to accomplish two primary objectives: Take a snapshot of our performance over the recent past, and develop a roadmap for the future. The project included both primary and secondary research, reaching thousands of employers, jobseekers and partners.

- Review of national best practices in workforce development
- Re-affirmation of organizational mission and vision
- Visioning sessions with CareerSource's board, executive committee and senior staff
- Regional surveys of employers, jobseekers and partners
- Multiple focus groups with employers, jobseekers and partners
- Interviews with regional opinion leaders

Creativity and critical thinking are becoming the workforce skills currency as artificial intelligence and automated systems proliferate.

Overview and Objectives

Objectives

CareerSource will deliver services that provide employers with the talent they need to succeed. Our work is guided by four overarching objectives:

- Enhance Offerings to Focus on Increasing Access by Employers and Customized Employer-Focused Solutions
- Provide Programs to Help Job Seekers and Employees Address Benefits Cliff and Financial Gaps
- Develop a Plan to Invest Unrestricted Funds in Growing Best Practice Employer Programs
- Strengthen Board Engagement and Match Board Members According to Highest and Best Use

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***Doing work that's good for
business is good for everyone.***
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Enhance Offerings to Focus on Increasing Access by Employers and Customized Employer-Focused Solutions

Focusing on expanding employer access to CareerSource Suncoast services, this objective involves implementing targeted initiatives and strengthening partnerships with local businesses and economic development agencies. Through the launch of outreach campaigns and promotional activities, our aim is to boost employer engagement and utilization of our programs and resources, ensuring alignment with the evolving needs of employers in Manatee and Sarasota Counties.

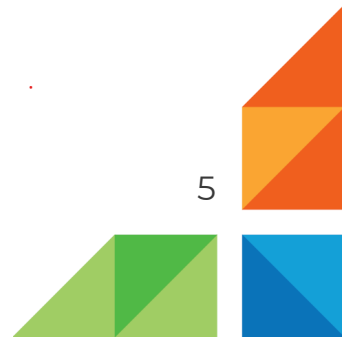
Strategic Imperatives:

- Implement targeted initiatives to expand employer access and strengthen partnerships with local businesses, Chambers of Commerce, and economic development agencies.
- Investing in technology and data analytics to enhance our ability to deliver personalized workforce solutions.
- Continuously assessing and improving the effectiveness of our employer-focused programs through feedback mechanisms and performance metrics.

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Boost employer engagement...ensuring our alignment with their evolving needs.

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Provide Programs to Help Job Seekers and Employees Address Benefits Cliff and Financial Gaps

With a focus on supporting individuals in navigating benefit cliffs and financial challenges, this objective involves developing and implementing programs in collaboration with community partners and financial institutions. These programs include financial literacy workshops, career counseling, and resource navigation assistance to address economic hardships faced by job seekers and employees.

Strategic Imperatives:

- Develop and implement programs that support job seekers and employees in navigating benefit cliffs and financial challenges.
- Collaborate with community partners, social service agencies, and financial institutions to provide comprehensive support services.
- Offer financial literacy workshops, career counseling, and resource navigation assistance to individuals facing economic hardships.

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Collaborate with community partners to address job seekers’ financial challenges.
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Develop a Plan to Invest Unrestricted Funds In Growing Best Practice Employer Programs

To enhance service delivery, address emerging workforce trends, and maximize impact, this objective entails assessing existing employer programs to identify best practices and areas for improvement. Through the allocation of unrestricted funds to scale up successful programs and the establishment of clear evaluation metrics, our aim is to effectively measure program outcomes and ensure alignment with our organizational goals.

Strategic Imperatives:

- Conduct a comprehensive assessment of existing employer programs to identify best practices and areas for improvement.
- Allocate unrestricted funds to scale up successful programs, enhance service delivery, and address emerging workforce trends.
- Establish clear criteria and evaluation metrics to guide investment decisions and measure program outcomes.

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Measure program outcomes and ensure alignment with our organizational goals.
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Strengthen Board Engagement and Match Board Members According to Highest and Best Use

Focusing on creating targeted engagement opportunities for board members to interact with local employers and industry stakeholders, this objective involves providing training and resources, facilitating networking events, and conducting assessments to match board members with relevant engagement opportunities. Ultimately, the aim is to foster a culture of collaboration and mutual support while ensuring active participation in advancing the organization's mission.

Strategic Imperatives:

- Create targeted engagement opportunities for board members to interact with local employers and industry stakeholders.
- Provide training and resources to board members to enhance their understanding of CareerSource Suncoast's mission, services, and impact.
- Facilitate networking events, industry forums, and employer site visits to foster meaningful connections between board members and employers.
- Conduct assessments to identify the skills, expertise, and interests of individual board members and match them with relevant engagement opportunities.
- Foster a culture of collaboration and mutual support among board members, encouraging active participation and contribution to the organization's mission.

Acknowledgments



Eric Troyer
Chairman



Joshua Matlock
President & CEO

This plan would not have been possible without the critical input and active engagement of the CareerSource Suncoast board and executive staff.

Executive Committee

Christy Cardillo - Partner/CPA, Carr, Riggs & Ingram, LLC

Lisa Eding - Treasurer, Carr, Teakdecking Systems

Peter Hayes - President, Tandem Construction

Sharon Hillstrom - President/CEO, Bradenton Area Economic Development Corporation

David Kraft - Founder/CEO, Vision Consulting Group

Board Members

Jim Bos - President, MBJ Group, Inc.

Ashley Brown - President, Women's Resource Center of Manatee

Ron Cutsinger - Sarasota County Commissioner, Sarasota County Government

Jacki Dezelski - President, Manatee Chamber of Commerce

Dr. Ron DiPillo - Executive Director/CTE, Manatee Chamber of Commerce

Kathleen Dwyer - VP, Operations and Regulatory Affairs, Galen College of Nursing

Luis Font - Labor Organizing Coordinator, LUIINA

Geoffry Gilot - Teen Program Director, Boys & Girls Clubs of Sarasota and DeSoto Counties

Vaughn Alexander Hendriex - Dean, Lifelong Learning and Workforce Development, State College of Florida

Allison Imre - President/CEO/Owner, Grapevine Communications

Heather Kasten - President, Greater Sarasota Chamber of Commerce

George Kruse - Manatee County Commissioner, Manatee County Government

Anne Lebaron - CEO, Take Stock In Children Manatee

Shaun Polasky - VP, Human Resources & People operations, Helios Technologies

Ericka Randall - Vocational Rehabilitation

Walter Spikes - Realtor, Coldwell Banker Realty

Sarah Tar - Vice President, Business Connect Advisor, Truist

Mark Viggiano - Training Coordinator, Local 123 Plumbers and Pipefitters

Doug Wagner - Deputy Superintendent, Manatee County School Board

Ken Waters - Vice President, Residential Services, Sarasota Housing Authority

Craig Warzecha - General Manager, Bradenton Marauders