

MAYOR'S WORKFORCE COUNCIL

Annual Update: Focus on Five

Tampa's workforce is the backbone of our economy. It's what fuels our growth, empowers our residents, and paves the way towards a brighter future. Workforce Development is also one of the 5 pillars of Mayor Jane Castor's Transforming Tampa's Tomorrow vision plan and a top priority for her administration.



INTRODUCTION

With an eye on access and implementation, the Mayor's Workforce Council (MWC) was formed in March 2021 as a multi-disciplinary body to help ensure career pathway access and training for all Tampa residents. Carrying forward the framework outlined by the Mayor's Workforce Development Advisory Committee, the MWC seeks to strengthen the workforce ecosystem by focusing on opportunities in the city's five major industries.



TAMPA'S FIVE FOCUS INDUSTRIES

- 1 **Business and Professional Services**
- 2 **Construction**
- 3 **Healthcare**
- 4 **Hospitality and Tourism**
- 5 **Manufacturing and Industrial**



OUR APPROACH

Together, the MWC began working collaboratively to increase access to jobs through a “career pathway” approach. The MWC also focused on heightening awareness of opportunities so that any Tampa resident looking to explore training or career pathway options had a place to start – a place to connect, learn, and grow our great city.

Our diversity is our strength, and the MWC membership reflects the varied backgrounds, deep knowledge base, and commitment to inclusive growth that can be found in the city’s business community and employment base.

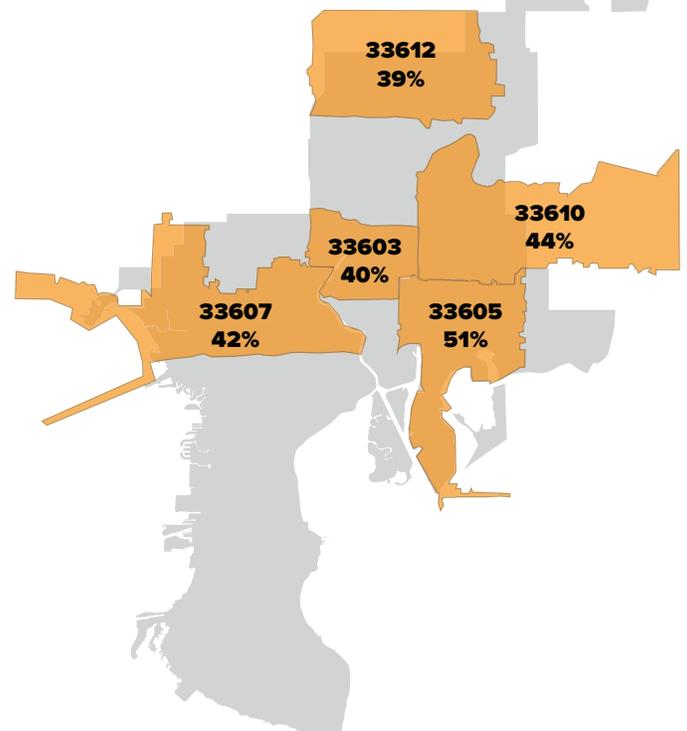
Access matters. As measuring unemployment is difficult from a neighborhood level, the MWC adopted an industry approach of looking at areas of childhood poverty as an indicator of job instability. Metropolitan Ministries shared with the MWC that their research shows 5 Tampa zip codes with childhood poverty rates higher than 35%. Hillsborough County overall has a childhood poverty rate of 20.7%.

These communities all have strengths and assets to build on. The challenge is to address access to information, resources, and in-community collaboration. The committee recognizes these strengths and challenges as it pertains to workforce development.

The MWC also utilized data showing higher unemployment for younger individuals, many just beginning to explore potential pathways. CareerSource Tampa Bay highlighted unemployment for those aged 16-24 finding that it typically hovers around 13-14% despite historic low unemployment in the region. **National trends have found that participation in the workforce ecosystem is low.** Connecting individuals to jobs with a clear pathway or training that actively supports a career pathway is essential to long term success and growth. Tampa is unique in the amount of collaboration in its workforce ecosystem – from supportive services, to training, to post placement mentoring and development, the area’s employers, non-profit agencies, institutions, and training organizations are actively engaged and want to do more.

Our
DIVERSITY
is our
STRENGTH

Opportunity Zip Codes



**Areas with a
childhood poverty rate
higher than 35%**

FIVE FOUNDATIONAL AREAS

The Mayor's Workforce Council has set an ambitious path forward centered on 5 foundational pillars. Focusing the groups' work on the pillars will not only help better connect individuals in the targeted area to career pathways, but it can serve as a model for connecting individuals to pathways throughout the city and beyond.



AWARENESS



METRICS



**APPRENTICESHIPS
AND PATHWAYS**



**DIGITAL
ACCESS**



**ENGAGING
RETURNING WORKERS**

TALENT PIPELINE OPTIMIZATION

	Attract Talent	Assess Talent	Support Talent	Train Talent	Retain Talent
Awareness	X	X	X		
Metrics	X	X	X		
Apprenticeships and Pathways		X	X	X	X
Digital Access			X	X	X
Engaging Returning Workers	X	X	X		



AWARENESS

The ability to inform and engage the full workforce is key to our growing economy. One of the more sobering lessons from the past year is that we need to reach more of our residents – particularly those who are not currently participating in the workforce and not actively seeking education or training. This is a particular opportunity for our younger citizens ages 16-24. Special care must be given to how we reach out and share information. We need to ensure that the training and education options available are fully known to starting their career journey.

Signing Day Career Pathway Event

This event spoke to the needs and wants of those early in their journey, connecting them to training and jobs in real time.

TPA WRX

The website serves as a one-stop-shop for career resources. It has had an average of 3,000 hits per month since launching in September 2021.



METRICS

Understanding our strengths and using available data to identify opportunity areas is vital. Understanding and modeling growth enables us to focus training efforts in expanding areas to ensure that talent truly meets opportunity with our vibrant business community. Economic modeling shows our future growth will be rich in Business & Professional Services (Finance), Healthcare, and Construction.



APPRENTICESHIPS AND PATHWAYS

Connecting people to proven pathways – ones that build careers – is vital. The power of apprenticeships is proven time and time again. That said, any business, any industry can adopt an “apprentice-like” model. The focus on upskilling reminds us that all jobs, no matter the sector, should lead to the next step – a career. In a skills-based economy, there are no “dead end” jobs.



DIGITAL ACCESS

Connectivity is an essential commodity in today’s landscape. Post pandemic, the need for high-speed internet has only increased. From education and training for a job, to applying for a job, and in many cases to performing a job as a remote employee – high speed internet is essential.

Our Technology & Innovation and Parks & Recreation departments embraced innovative solutions to bridge the digital divide and increase neighborhood access during the pandemic. We are looking at modeling additional ways to increase access long term – with a particular focus on high need areas.



ENGAGING RETURNING WORKERS

The need to engage and employ the full workforce and returning workers is foundational to a healthy workforce ecosystem and our community overall. The Council’s interest in helping employers better understand and connect with returning workers while supporting the worker, and the organizations that support them, provides the best opportunity for empowering individuals to a meaningful career and life ahead.

GET INVOLVED

There are multiple ways to engage and get involved with the Mayor's Workforce Council. For more information, please email us at workforce@tampagov.net.



MOVING FORWARD

Working Groups

Over the next year, the MWC will exponentially expand its reach and collaboration with the development of Executive Committees for the five foundational areas. The Working Groups will enable the body to rapidly increase partnerships and learning as we strengthen the workforce ecosystem with a particular focus on those not actively engaged in a career pathway and geographic areas of need, with an ultimate goal of growing together.



Mayor Jane Castor

Transforming Tampa's Tomorrow



Enhancing workforce development has been identified as one of Mayor Castor's five strategic goals to transform Tampa's tomorrow. To learn more about Transforming Tampa's Tomorrow, please visit tampa.gov/StrategicGoals