

Mayor Castor's Advisory Teams
Workforce Development Advisory Team
Co-Chair Dr. Ginger Clark
Co-Chair Tim Marks
Wednesday, August 21, 2019 at 09:00 A.M. – Meeting #2
HNTB - Conference Room Suite 1200
201 N. Franklin Street
Tampa, Florida 33602

Advisory Members present: Co-Chair Dr. Ginger Clark, Co-Chair Tim Marks, Karen Arnold, Robert Blount, Steve Cona, Chloe Coney, Jesse Coraggio, John Flanagan, Todd Fultz, Eunice Ortiz, Mike Ramsey, Patsy Sanchez, Cheryl Schroeder, Christine Long, Harry Costello, Ralph Smith, and Chuck Tiernan.

Transition Team and Staff present: Transition Acting Lead and Director of Logistics & Asset Management Ocea Wynn, Co-Chair Honorable Harry Cohen, Assistant City Attorney I Jerrod Simpson, Director of Strategic Initiatives Marley Wilkes, and City Clerk Support Technician Karencia Ciagala.

Acting Lead Ocea Wynn introduced herself as the City of Tampa's Director of Logistics and Asset Management and explained that she would be filling in for Lead Carole Post, who was unable to attend. Ms. Wynn thanked Chloe Coney, her son Ernest, and **HNTB** for hosting and providing the location for the meeting, and then introduced Co-Chair Dr. Ginger Clark.

Dr. Clark thanked everyone for participating and **Co-Chair Tim Marks** stated how excited he was to be able to participate, and that Mayor Castor focused on these issues.

Mr. Marks commented that the team needed to look at strategy toward success, scope and scale. How wide and deep we need to go to listen to the needs of every citizen. He commented on the power and connections in the room to enable collaborations to become part of the solution.

Dr. Clark asked team members to brainstorm and pull out main points/goals creating broad written recommendations on flip charts to capture and visualize the teams focus.

John Flanagan asked the team to review the Career Source handouts titled Highest Ranked Occupations and Job Posting Analytics. Trying to match applicants to postings, their skills have to match up to the postings. When helping to write resumes, you need to determine if any strengths match job postings. Career Source pulls yearly reports to stay on track for training and education to be able to help the applicants enter or reenter the workforce.

CEO Flanagan stated that the area that seems to need the most attention is that the applicants need to be dependable, show up to work, be able to multitask, and understand what it means to work.

Hillsborough Community College and USF are trying to make pathways and provide certification programs and recently held an IT Career Forum and a “Coding” boot camp. Currently there is a need to get 300,000 people to build up their skills, so that the entry-level positions are not the end of the road, but rather the pathway to success.

Dr. Jesse Coraggio stated that we should work to address immediate needs first and then provide continuing education from kindergarten to career. Needing soft skills, the new hires need to have essential skills as well.

Karen Arnold stated that in May of 2016, regionally in Hillsborough and Pinellas, some skills are beyond high school, as students are taking college courses while also attending high school as a part of their curriculum. The school systems are working toward both the certification programs, and two to four year degrees, driving forward to make sure that 60% of the students will have one of these by 2025. The state is focusing on 2030 to be at 60%.

The group discussed financial aid/funding, value to seeking higher education, and that the poorest counties relate to the lowest grades, are all barriers to accessing college. High Schools are working with college career centers to guide students in to college, and the funding in two counties was provided by LEAP. There are 250,000 adults in two counties that have some college. Need to on-ramp them back in to college by strengthening a connection, networking with employers, and focusing on soft skills.

Chloe Coney shared information about the Denver project. Denver completed a needs assessment of 20 neighborhoods, including 528 residential interviews, with 69 shareholders consisting of employers and contractors. They formed College Resource Partners and Work Now put in a million dollars. Work centers at the housing authority and Denver’s Workforce allowed residents to attend, getting everyone engaged.

A list of contractor benefits for the Denver project included gas cards and bus passes, on job training, tax credits, and pilot trainees. Some barriers included transportation, no driver license/fines, and unable to afford childcare. Paid training allowed applicants to attend at no cost to them. In Denver, after two years on the program, 49% of members continue working together.

Discussions continued, adding key points. **Karen Arnold** spoke about the achievements in Charlotte, North Carolina. Their model is community based with bank funding, partnered with foundations, chambers of commerce, and businesses inter-related to connect to skilled workers.

Steve Cona stated that San Diego schools have a program where every student obtains college credits and an industry certification, paid for by the participating companies. After completing program and students are hired, the companies continue to invest and pay for the applicant’s college education.

Co-Chair Harry Cohen thanked the team for providing the data reviewed at today's meeting. He then reminded the team of the 90-day timeframe and the mayor's expectations. What can the City of Tampa do now?

Team Co-Chair Dr. Ginger Clark commented that *we must lift as we climb, replicate wraparound services, keep life skills in alignment; and provide workforce incentives.*

Impressed with Denver's model, **Team Co-Chair Tim Marks** wants a collaborative effort to create awareness to broaden programs in Tampa and use *the mayor's office for education and connectivity, creating a pathway for the community to reach a new level of growth.*"

Robert Blount suggested having communities identified and defined, to create the message for families involved to understand the process.

CHARTS of the teams focus:

Neighborhood Partnerships

Pairing training and skills with the public sector needs.
Navigators/Peer Mentors/Coaches
Barrier removal

Marketing
Rep. App. Model
Wrap around services.

Employer/Growth

Healthcare
IT
Finance
Hospitality
Retail Sales

LEAP

Pathways to post sec education
Youth access
Earn/Learn Model

**Next Meeting:
Wednesday, September 11, 2019 at 9:00 A.M.
"Mis en Place" at Grand Central Place – Suite #110
442 W. Kennedy Boulevard
Tampa, Florida 33606**

Minutes prepared by City Clerk Support Technician Karencia Ciagala