TRANSACTIONAL.
TRANSFORMATIONAL.
ASPIRATIONAL.

VISION:2020

CareerSource
NORTHEAST FLORIDA

The People Part of Economic Development

Vision.
Northeast Florida will have a world-class workforce development system that enables our businesses to be successful in the global economy.

Mission.
Connecting employers to talent.
CareerSource Northeast Florida provides innovative, responsive services that exceed employers' requirements for the jobs of today and the future.

VISION:2020

Project Overview

CareerSource Northeast Florida initiated a strategic planning effort in mid-2015. Board and staff leadership recognized the significant change in the economic climate and new federal workforce legislation, and developed a planning process to position the organization for continued success.

Project goals:

- Review and reaffirm organizational vision and mission
- Develop goals and strategic priorities
- Engage stakeholders in the planning process
- Review organizational structure (board and staff)

Broad research was conducted with stakeholders to create a landscape for the organization's work over the next five years. Planning activities included:

- Review of mission and vision
- Broad regional surveys of employers, jobseekers and partners
- Multiple focus groups with employers, partners and jobseekers
- Best practice benchmarking of national workforce organizations
- Interviews with regional opinion leaders to gather perceptions and feedback
- Visioning sessions with CareerSource's Board and Executive Committee
- Development of a regional asset map for all workforce providers

The CareerSource strategy

As America moves from the high unemployment caused by the recession to nearly full employment, the role of workforce boards continues to evolve. CareerSource Northeast Florida's commitment to its vision and mission has never wavered. The organization has proactively adapted the way it does business and handles changes in the market.

As the people part of economic development, we have developed three pillars for Vision:2020. We will provide services that are:

- Transactional
- Transformational
- Aspirational

TRANSACTIONAL: SERVING THE COMMUNITY

CareerSource Northeast Florida's is required to deliver services to jobseekers that include an array of basic employment and re-employment activities. We will continue to focus on providing the highest quality delivery of all of those services so that every citizen has complete access to all that our workforce development system offers. Employers and jobseekers will be well-served by our team's commitment to continuous improvement and focus on excellence.

"We don't need to focus on job creation, we need to focus on skills creation."

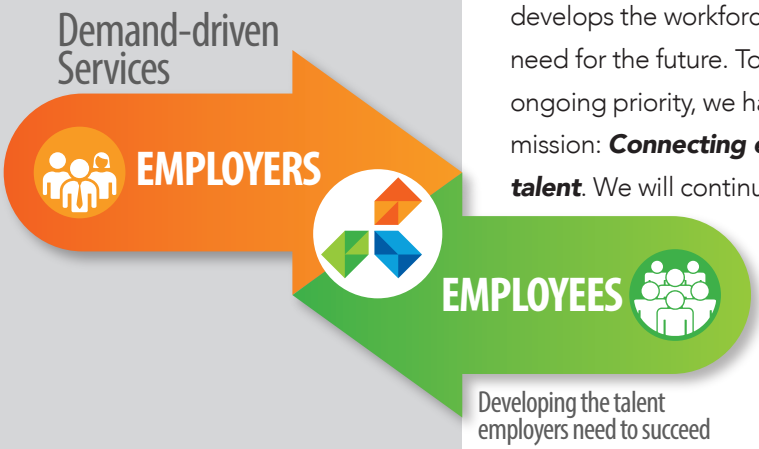
-Executive of another state's education & industry partnership

Strategic Imperatives

- Remain laser-focused on our mission and vision, regardless of shifting government regulations and funding limitations
- Continue to develop staff and align training with requirements of the Workforce Innovation & Opportunity Act, focusing on strategic employer sectors and target jobseeker populations
- Increase the investment in and utilization of technology to deliver basic services while mobilizing our human resources for enhanced services to employers and jobseekers
- Advance partner relationships for the development and prioritization of new services to provide work-ready skills for jobseekers
- Bring partners into Career Centers to provide additional basic jobseeker services on-site in addition to reaching out into the community (with services like Mobile Access Points)

TRANSFORMATIONAL: CHANGING THE WORKFORCE FOR GOOD

Since our formation nearly two decades ago, we have focused on providing demand-driven services for regional employers. CareerSource Northeast Florida finds, trains and develops the workforce that employers need for the future. To reflect that ongoing priority, we have revised our mission: ***Connecting employers to talent***. We will continue to orient our team towards fulfilling the needs of employers in targeted sectors as a primary emphasis in our work.



"Focusing on the target sectors gives us the most bang for the buck."

-Business and nonprofit leader

Strategic Imperatives

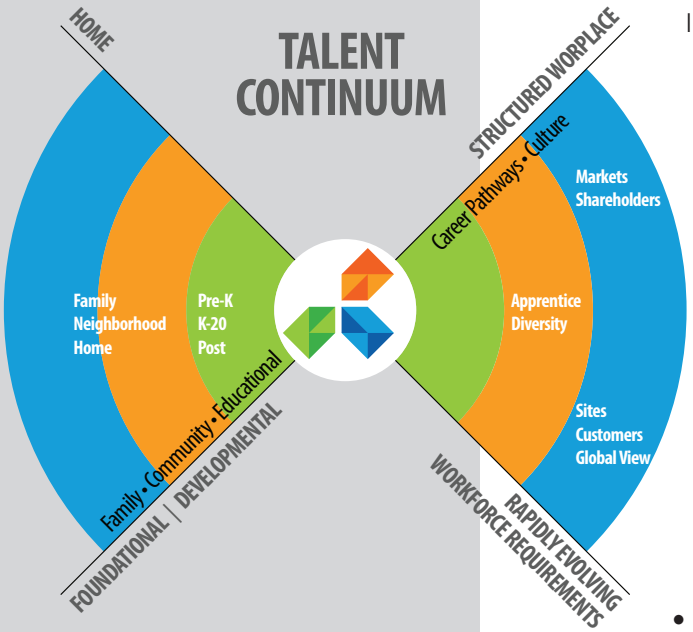
- Prioritize our service delivery around sector strategies that have growth opportunities throughout our region: healthcare, advanced manufacturing and logistics
- Provide services for employers and jobseekers that are stratified based on employer demand and federal requirements and we will be open and transparent about the differentiation in services
- Tell success stories even more prevalently about employers, jobseekers and partners in the effort to communicate to all constituencies
- Broadly distribute and communicate the availability of the regional workforce asset map to employers, jobseekers and the media

ASPIRATIONAL: LEADERSHIP THROUGH INNOVATION

CareerSource Northeast Florida seeks to develop and implement innovative services by identifying, understanding and reporting on current and future trends, opportunities and revenue channels.

Innovation is the ultimate key to our success.

The expansion of our role as the regional thought leader and convener around workforce development issues will continue to support our efforts to be the people part of economic development.



"We don't just need jobs, but good jobs. Good jobs are the name of the game."

-Northeast Florida education leader

Strategic Imperatives

- Continue to recruit high-quality talent to the Board of Directors
- Step more actively into the role of regional convener of workforce development discussions
- Develop new regional committees, activities and events (regular partner groups, forums, summits, and more)
- Create an implementation plan to have senior staff and board leaders conduct more frequent meetings with regional opinion leaders, primarily those involved in target sectors
- Advocate to the State to improve the efficiency of Employ Florida Marketplace to support our efforts and integrate effectively into our systems
- Diversify revenue streams to support our mission and strategic priorities and create sustainability, including more aggressively pursuing grant opportunities and paid services

Ron Avery
Chairman

Bruce Ferguson
President & CEO

"Don't develop people for jobs they can't find."

-Prominent regional elected official

ACKNOWLEDGMENTS:

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

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Darryl Register, Vice Chair
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LIST OF APPENDICES:

All of the listed documents are available online at careersourcenefl.com.

- Asset Map
- Market Research Findings
- Survey
- Focus Groups
- Opinion Leader Interviews
- Benchmarking
- Visioning

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