

CLM Board Retreat and Strategic Planning

March 31, 2005

*Prepared by The Write Results
April 18, 2005*

Overview

Background

The CLM Workforce Connection board of directors and members from the First Jobs, Better Jobs and High Jobs Committees were surveyed in the fall of 2004 to determine opinions about the organization's strengths and weaknesses as well as direction. From the survey, key SWOT areas (strengths, weaknesses, opportunities and threats) were formed.

Results

In order to determine a strategic plan, Board members met for a strategic planning retreat on Thursday, March 31, 2005 at Central Florida Community College. Using a planning formula of SWOT, Sharing Visioning, SMART Goals and Group Sharing, three new areas or committees with goals and strategies were developed, including Business, Education and One Stop. Following are the goals and strategies for the committees:

1) BUSINESS COMMITTEE

Goal: Recruit business testimonials Business to Business

Strategy: *Recruit business testimonials to call on business contacts*
Citrus: 6 testimonials for 20 contacts;
Levy: 3 testimonials for 20 contacts;
Marion: 15 testimonials for 100 contacts

Goal: Increase/stabilize funding at the local level

Strategy: *Educate and inform local officials of the need through performance based measurables*

Goal: Leverage funds from other sources besides WIA/TANF/Traditional with a goal of 25% budget

Strategy: *Identify outside courses and solicit them*

Goal: A waiting list of businesses wanting to be on the workforce board

Strategy: *Recruit leads - through existing board members and the EDC and Chamber - that have benefited from sitting on the board*

2) EDUCATION COMMITTEE

- Goal:** Identify High Skill/High Wage jobs in the region
Strategy: *Partner with business and industry representatives to identify local high skill jobs*
- Goal:** Identify the skill sets needed for high skill/high wage jobs
Strategy: *Work with employers/employed workers to identify actual skills needed*
- Goal:** Deliver training in identified skill set areas
Strategy: *Set up courses based upon the identified skill sets using special centers, distant learning, technology and other new technologies available*
- Goal:** Increase funding for new specialized training
Strategy: *Business financial support*
Strategy: *Seek grants*
Strategy: *Involve local legislatures in process*

3) ONE STOP COMMITTEE

- Goal:** Develop Multiple Branding Strategies
Strategy: *Partner with and support the state and possibly national marketing practices of One Stops*
- Goal:** Implement/Introduce/Enhance technology to Achieve Results
Strategy: *Utilize InverviewUSA for job seekers and employers*
- Goal:** Research best-practices for high-achieving One Stops (to include funding from other sources)
Strategy: *Pull best-practices from other regions through the state, and from other states through national sources*

(For information on how the committees were developed see the following page.)

Developing the Committees: SWOT and Shared Vision

The following information was used to develop the Business, Education and One Stop Committees:

SWOT Analysis

Strengths

Staff Communication
Staff Relationship to Board Members
Partnering
Effectiveness of Strategic Plan
Delivery of Services
Training
One Stop Services
Placement
Resource Information
Meeting Business Needs
Co-location at CFCC
Professionalism and expertise of staff, everyone
Performance driven
Business driven
Staff Commitment

Opportunities

Realignment of Workforce Delivery Areas
Florida Business Insight
MTI
Business Magazine in Citrus
InterviewUSA
Higher level education for employed workers
Consolidation of Region 9 & 10
TANF Reauthorization
WIA Reauthorization
National economy good for our region
High growth region
Recruit skilled workers to live here
DCF Modernization

Weaknesses

CLM Identity
Services/Emphasis not Equitable throughout Region
Higher Wages Positions
Needs of Smaller Businesses
Youth/Education Services
Adult Education
Remoteness of some geography
Workforce identity
Recruitment of dedicated bd. Mbrs.
CLM recruitment
Being everything to everyone
Recruitment of higher skilled individuals
Stability of funding
Equity of services
Focus more on welfare customer

Threats

DCF Modernization
WIA Reauthorization
Uncertain Funding
TANF reauthorization
Low unemployment rate
Worker turnover
Inability to recruit professionals
State automation system
Staying business focused
Cost allocating numerous programs
Uncertain EDC backing in Citrus
Board members most knowledgeable
money needs to come to local level

Shared Vision

By the year 2007, what would we have accomplished as an organization?

Maintain progress on performance indicators (red/green)

Be a leader/innovator in successfully transitioning hardest to serve to successful employment

Achieving consistency in service delivery across entire service area

Based on red/green report continue to move forward to the be #1 RWB

Partner with Region 9

By the year 2007, how would the community describe CLM Workforce Connection?

As a diverse and innovative organization that serves both the business and employee clients

CLM Workforce Connection: Your Partner in People and Business Services

Highly effective at helping companies match jobs of qualified applicants – the one to go to

Highly effective at developing work and coping skills for hardest to serve

By the year 2007, what would we be doing differently than today?

More emphasis on seeking out best practices and applying them to services

More and better use of technology

Better marketing/advertising

Support statewide branding and marketing

Think out of the box

Computer programming or technology involvement for business and employee base

Be a leader in dealing with the more difficult cases from ee clients by being innovative

More and better marketing

Partner with Region 9