

SECTION 6



OUR CORE VALUES

Careers begin and grow with the heart of hope. Our core values are more than just words. They define who we are. These core principles guide our daily interactions, our decision-making, and our performance.

Integrity:

Act honestly and ethically with an internal code of honor by always doing the right thing, even when no one is watching.

Customer-focused:

Provide the best customer experience by connecting with dignity and respect, providing top-quality service, and following the highest standard of professionalism.

Transparency:

Conduct all activities with complete and open transparency. Accept responsibility for achievement of common goals and objectives.

Stewardship:

Be good stewards of taxpayer dollars, using resources effectively and efficiently for the betterment of our customers and our community.

Excellence:

Exceed expectations on every project.

Innovation:

Persistently create better ways of doing what we do every day as an organization.

Teamwork:

Cooperate and work together for the common good of the people we serve and the organization's mission.





VISION

“CareerSource Heartland will become an innovative leader in identifying and developing a skilled talent force in our community.”

MISSION

“CareerSource Heartland connects employers with skilled talent to promote and enhance career development opportunities to achieve economic prosperity in our community.”

STRATEGIC IMPERATIVES

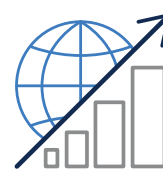
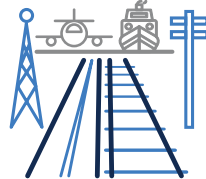
1. Develop and maintain a regional talent development strategy through diversified public and private-sector partnerships.
2. Develop and recruit talent to support economic development priorities in the region’s targeted and emerging industries.
3. Support and encourage technological enhancements and innovation in industry.
4. Identify and improve factors that influence the area’s Business Climate.
5. Support local strategies that enhance business development and value-added job creation.
6. Balance growth management with economic development to preserve quality of life.

FLORIDA'S SIX PILLARS

Global Competitiveness

Prosperity & High Paying Jobs

Vibrant & Resilient Communities



Talent
Supply &
Education

Innovation
& Economic
Development

Infrastructure
& Growth
Leadership

Business
Climate &
Competitiveness

Civic &
Governance
Systems

Quality of
Life & Quality
Places

*Improving Florida's
talent pipeline for a
better workforce*

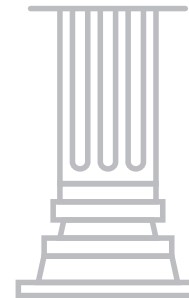
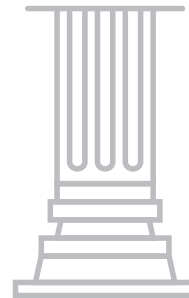
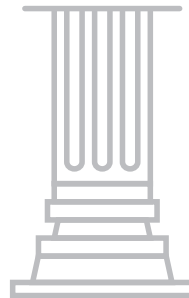
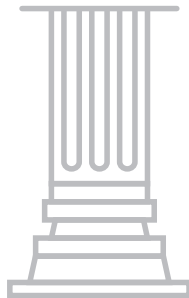
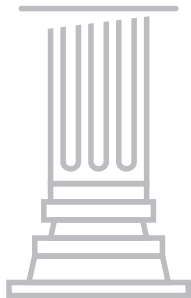
*Creating good jobs
by diversifying
Florida's economy*

*Preparing Florida's
infrastructure for smart
growth and development*

*Building the
perfect climate
for business*

*Making government
and civics more
efficient and effective*

*Championing
Florida's quality
of life*



Help secure Florida's future at
Florida2030.org

Track Florida's progress at
TheFloridaScorecard.org

CareerSource Heartland LOCAL STRATEGY

The Heartland Workforce Investment Board, Inc., d.b.a. CareerSource Heartland (CSH), operates federal and state funded workforce programs in DeSoto, Hardee, Highlands, and Okeechobee counties through a joint agreement of the respective Boards of County Commissioners (Heartland Workforce Consortium). The CSH Board of Directors is appointed grant recipient and administrative entity for specific federal and state workforce funds through this Interlocal Consortium Agreement. The CSH Board is responsible for developing and implementing a local strategy for the four-county workforce development system that results in an improved economy and expanded employment opportunities for residents.

The organizational structure of the CSH Board provides assurance that Board members remain focused on strategic thinking and planning and oversight. Day-to-day management and control is administered by the CSH President/CEO, who acts as the sole point of accountability, on behalf of the Board. The CSH Board has specific standing committees/councils that are organized to enhance workforce development within the area. These committees provide guidance to the President/CEO to best reflect business demands, best practices, strategic imperatives, and action on new initiatives as funded by the state or federal government. The committees include:

- Executive Committee
- Finance & Operations Committee
- Business Enhancement Committee
- Youth Council
- Joint Administrative Review Committee

CSH Board members and staff are committed to the vision of an economically diverse and globally competitive business climate throughout the four-county area. A competitive workforce helps to reinforce a competitive business environment. Given that, access to a skilled and trainable workforce capable of supporting the region's current and emerging labor market needs is fundamental to the growth and diversification of the local economy.

Our local workforce system is innovative and evolving, with a focus on leveraging strategic partnerships to meet the region's unique labor market needs. Vision, focus and priority-based resource allocation are required to build the capacity and competency required to become a more customer-focused, demand-driven workforce system.

The CSH Vision and Mission statements – along with the Strategic Imperatives – are closely aligned with the Florida Chamber Foundation's Six-Pillar concept for the creation of vibrant communities, and with the state's workforce/economic development goals. The critical factors of the Six Pillars are:

- Talent Supply & Education
- Innovation & Economic Development
- Infrastructure & Growth Leadership

- Business Climate & Competitiveness
- Civic & Governance Systems
- Quality of Life & Quality Places

Florida Department of Commerce's workforce goals are to Lead the Nation in:

- Economic growth and prosperity by supporting talent and business development
- Global competitiveness by promoting Florida's innovation, pro-business climate and opportunity
- Quality of life and quality places by providing safe, healthy, and resilient communities

CareerSource Florida's goals for preparing an educated and skilled workforce are:

- Enhance alignment and market responsiveness of workforce, education and economic development systems through improved service integration that provides businesses with skilled, productive, and competitive talent and Floridians with employment, education, training, and support services that reduce welfare dependence and increase opportunities for self-sufficiency, high-skill and high-wage careers and lifelong learning.
- Promote accountable, transparent, and data-driven workforce investment through performance measures, monitoring and evaluation that inform strategies, drive operational excellence, lead to the identification and replication of best practices and empower an effective and efficient workforce delivery system.
- Improve career exploration, educational attainment and skills training for in-demand industries and occupations for Florida youth and individuals with barriers to employment that lead to enhanced employment, career development, credentialing, and postsecondary education opportunities.

The development of practical partnerships, communication, innovation, and a focus on excellence are critical to the seamless delivery of quality services to all customers in our local workforce development system. Partners are encouraged to coordinate resources and core competencies to streamline and develop services. The value of strategic partnerships continues to be among our highest priorities, to expand individual organizational opportunities and maximize services and benefits to the businesses and residents of this local workforce development area. This becomes especially important as we realize increasing workforce and economic challenges. Continual and effective communication among all partners and stakeholders, as well as enhanced partnerships with businesses, education, economic development, governmental, and community organizations, will help us meet both the current and future workforce needs of our community.

Donna Doubleday
President/CEO
July 2023



COMMUNITY



PARTNERS

CareerSource Heartland partners with Business, Education, and Economic Development in each of the four counties it serves – DeSoto, Hardee, Highlands and Okeechobee – with some partners maintaining a physical presence in our Centers.

Community Partners*:

- AARP Foundation (*senior workforce solutions*)
- Chambers of Commerce: DeSoto, Hardee, Highlands (Avon Park, Lake Placid, Sebring), and Okeechobee
- Florida Division of Blind Services
- Florida Non-Profit Housing
- Indian River State College
- National Farmworker Jobs Program
- School Districts of DeSoto, Hardee, Highlands & Okeechobee Counties
- South Florida State College
- State of Florida – Dept. of Business & Professional Regulation
- State of Florida – Dept. of Children & Families
- State of Florida, Dept. of Education – Vocational Rehabilitation Services
- The Agriculture and Labor Program, Inc. (ALPI)

*not a complete list of all partners

