



CareerSource Tampa Bay Youth Development Committee

Date: November 6, 2025 at 10:00 AM

Location: Hybrid; 4350 W. Cypress Street, Suite 875 Tampa FL 33607

Zoom Information [Zoom Link](#)

Meeting ID: 843 4806 2986

Passcode: 005888

Dial-in-Number: 1.305.224.1968

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A. Next Youth Development Committee Meeting – February 12, 2026



CareerSource Tampa Bay Youth Development Committee Minutes

CareerSource Tampa Bay
8/14/2025 10:00 AM EDT

@ Hybrid; 9215 North Florida Avenue, Tampa, FL 33612

Committee Members

Present:

Belinthia Berry, Warren Brooks (remote), Esther Sanni (remote), Shawn McDonnell (remote), Kenneth Williams (remote), Jennifer McKenzie - John Howell's Proxy (remote), Dr. Rebecca Sarlo (remote), Chase Temple (remote), Orlando Temple (remote)

Absent:

John Howell, Brian Mann, Roy Sweatman, Russell Williams, and Ocea Wynn

CareerSource Tampa Bay Staff: Anna Munro (remote), Saleema Bennett, Kiani Bowman, Conchita Canty-Jones (remote), Dr. Byron Clayton (remote), Sheila Doyle (remote), Jason Druding, Leondra Foster, Keidrian Kunkel, Michelle Moeller (remote), Lysandra Montijo, Michelle Schultz (remote), Don Shepherd (remote), Tammy Stahlgren, April Torregiante

Hillsborough County Government: Jonathan Wolf (remote)

Others Present: Amelia Campbell, Paul Casebolt (remote), Jennifer McKenzie

I. Call to Order, Roll Call, and Welcome (Presenters: Esther Sanni)

Esther Matthew called the meeting to order at 10:00 a.m. There was a quorum present.

Jennifer McKenzie attended as proxy for Member John Howell, without voting privileges.

II. Public Comments (Presenters: Esther Sanni)

There were none.

III. Action Items/Discussion Items

- A. Approval of Minutes - February 4, 2025 Youth Development Committee Mtg. (Presenters: Esther Sanni)

Motion:

To approve the minutes of the February 4, 2025 Youth Development Committee Meeting

Motion moved by Belinthia Berry and motion seconded by Scott Brooks. Motion carried.

IV. Youth Initiative Planning Topics

A. My Journey Career Success Workshops (Presenters: Dr. Byron Clayton)

Dr. Clayton shared that the previous school year resulted in over 1,400 workshop completers, focusing on both Hillsborough County and the Department of Juvenile Justice.

The new Career Accelerator program attracted significant interest, with 52 of 54 participants completing it.

Plans are underway to expand programming into Pinellas County, and the Department of Juvenile Justice is interested in statewide implementation.

B. Summer PAYS and Summer Hires Program Update and Results (Presenters: Leondra Foster)

Summer Hires Program Update

The Summer Hires program saw significant achievements this year, including the introduction of immersive learning components and a 90% completion rate. 698 applications received, 381 applicants were enrolled, resulting in 229 youth participating in paid work experience and a 100% completion rate in career exploration.

The program also expanded its reach with 70 participating employers across 61 zip codes in Hillsborough County.

Please refer to the agenda packet for the entire report.

Action Items / Next Steps

- Collect feedback from Youth Leadership Academy for 2026 planning.
- Explore partnerships to expand summer and year-round programming.
- Ensure smooth transition between Pinellas and Hillsborough programs.
- Track retention rates and outcomes for program evaluation.

V. Information Item

A. WIOA Youth Q3 PY2425 Primary Indicators of Performance (Presenters: Don Shepherd)

Don Shepherd presented the WIOA Youth Q3 24-25 primary indicators, indicating that the program exceeded four out of five goals set by the Department of Labor. He mentioned that we met standards in the area of youth entering employment, which was just shy of 100%.

B. Strategic Planning and Next Steps for Youth Programming (Presenter: Keidrian Kunkel)

Keidrian Kunkel highlighted the focus on year-round planning to ensure youth engagement extends beyond paid work experience.

Emphasis on reaching disconnected youth across the Bay Area (approx. 27,000) through a variety of opportunities, including exposure to training providers, job placements, on-the-job training, and apprenticeships.

A new apprenticeship navigator has been hired and is located in Pinellas County to support the customers.

C. Youth Success Stories (Presenters: Leondra Foster)

Esther Sanni facilitated a discussion on success stories, focusing on a tour at BayCare organized by Sean Thornton and Adrian. Sean reported that 12 students were placed in work experience, with four students actively participating in the tour and demonstrating their knowledge of medical terminology.

The positive impact of the program was evident in the students' enthusiasm and the recognition they received from the staff.

VI. Adjournment

The meeting adjourned at 11:09 a.m.

Minutes submitted by Tammy Stahlgren, Executive Administrative Assistant.



Committee Action Item

Youth Organizational and Program Naming Confirmation

History:

- Tampa Bay Hires is the current brand name for the Hillsborough year-round program for youth
- Tampa Bay Summer Hires is the current brand name for the Hillsborough Youth summer program
- Tampa Bay Summer P.A.Y.S. is the current brand used by the Pinellas youth summer program
- Many of the current grants are under the name, Tampa Bay Summer Hires
- All sub-brand names will be used in conjunction with the main brand name CareerSource Tampa Bay

Background: As part of our strategic rebranding efforts, **Vistra Communications** was awarded the bid to independently conduct research, which included stakeholder surveys and focus groups across the region. Their findings have informed recommendations compiled in their report.

In June 2025 the CSTB Board of Directors approved the main Brand name, CareerSource Tampa Bay after hearing a briefing on the study. The BODs did not vote on the name of the sub-brand names for the summer youth programs as that was determined it would go back to the Youth Development Committee to review the findings in the Vistra report.

Attached, the Committee will find the final summary from Vistra report. The report highlights two research products, the **VLAB** or virtual lab which was done in real time and a **Survey** that was sent out to those who could not take part in the VLAB.

- See page 8 for **VLAB** feedback youth summer programs
- See page 9 paragraph 5 for **VLAB** results on youth summer program.
- See page 12 for **Survey** results:
- See page 13 for Survey summer results, paragraph 4

This multi-method approach ensures that the analysis is both data-informed and community-centered. Assessments were made on the organization's sub-brand names (past and current) for youth programs, including Tampa Bay Hires, Tampa Bay Summer Hires and Summer PAYS.

Please note that the Youth Summer Program name will take effect beginning with the 2026 summer program cycle. The Youth name recommendation will be presented before the Youth Committee before being presented to the full Board.

(See summary report attached in the Board Packet)

Recommendation:

The Board is being asked to vote on the main brand name that will guide our public identity and outreach strategy moving forward:

a. Workforce Board Name Confirmation

Based on research and community feedback, the Board is asked to confirm the name that best reflects our mission, geographic service area, and long-term vision of our youth department.

The options under consideration are:

- **Tampa Bay Summer P.A.Y.S.**
- **Tampa Bay Summer Hires**
- **Summer Job Connection**



CareerSource Hillsborough Pinellas

Naming And Brand Perception Analysis Report



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ConsultVistra.com



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Introduction

This report presents a comprehensive analysis of the branding implications resulting from the merger of CareerSource Tampa Bay and CareerSource Pinellas, two workforce development organizations previously serving Hillsborough and Pinellas counties independently. As part of a statewide initiative to improve efficiency, streamline services, and foster regional collaboration, these two entities consolidated into a single organization. The newly merged entity, currently named CareerSource Hillsborough Pinellas, is now tasked with establishing a unified identity that reflects both its geographic reach and its strategic vision.

A central focus of this report is the evaluation of potential naming options for the merged organization. An effective name plays a vital role in public perception, community trust, and long-term brand equity. It must communicate regional inclusiveness, be easily recognizable, and support the organization's mission of workforce development for job seekers and employers alike.

To inform this evaluation, the analysis draws upon a diverse set of data sources, including:

- Media reviews and public sentiment,
- Internal organizational documents,
- Industry best practices on naming and brand strategy,
- Stakeholder feedback from a facilitated V-Lab® session, and
- A follow-up online survey including key community representatives.

This multi-method approach ensures that the analysis is both data-informed and community-centered. The goal is to assess whether the current name, CareerSource Hillsborough Pinellas, adequately supports the organization's goals and identity, or whether an alternative may better serve the organization's future positioning. Assessments were also made on the organization's sub-brand names for youth programs, including Tampa Bay Hires, Tampa Bay Summer Hires and Summer PAYS.

Ultimately, the findings and recommendations contained in this report aim to support a name that is inclusive, forward-looking, and reflective of the region's shared workforce priorities.

CareerSource Hillsborough Pinellas Brand Audit and Research

1. BACKGROUND AND CONTEXT

Overview of CareerSource Hillsborough Pinellas and Its Mission:

- CareerSource offers career planning services for professionals and business services for local companies.
- Serves Hillsborough and Pinellas counties, including Tampa, Brandon, Ruskin, Plant City, St. Petersburg, Clearwater, Largo and Pinellas Park.

Hillsborough Mission:

We expand career opportunities for individuals and enable the success of all workers through comprehensive workforce solutions that meet the needs of the community.

Pinellas Mission:

We develop and lead an effective, efficient and integrated business-driven workforce system, providing comprehensive and responsive services to the County's citizens and business community.

Vision:

Empower workers to achieve success and drive sustainable, positive change in the community.

History of the CareerSource Brand

- **2013 Rebrand:**
 - All 24 regional workforce centers in Florida were rebranded under the CareerSource name to create a unified identity.
 - Previous names included Workforce Net (Pinellas), Tampa Bay Workforce Alliance (Tampa), Workforce One (Broward), and South Florida Workforce Investment Board (Miami).
- **2023-2024 Consolidation:**
 - In May 2023, the Governor approved the consolidation of 10 local workforce boards, including CareerSource Tampa Bay and CareerSource Pinellas.
 - The merger was approved by the board in September 2023, with implementation set for June 2024.
 - The new entity is named CareerSource Hillsborough Pinellas to reflect the regional alignment.

Objectives Behind the Name Change

- **2013:** Strengthen brand identity, improve financial efficiency, and unify messaging across Florida.
- **2024:**
 - Enhance regional collaboration and service coordination.
 - Create a cohesive workforce development presence.
 - Improve cost efficiency while maintaining community impact.
 - Ensure clarity in branding for job seekers and businesses in both counties.

2. RESEARCH

This research utilized a combination of media analysis, public feedback, organizational documentation and industry trend analysis to assess the implications of the CareerSource Hillsborough Pinellas name change.

Media Review

Sources Reviewed:

- **CareerSource Florida contemplates again merging Pinellas, Hillsborough workforce boards** – Florida Politics
- **Pinellas officials: If job centers merge, don't leave us behind** – Tampa Bay Times
- **Local Officials Express Concern Over CareerSource Merger** – St. Pete Catalyst
- **Pinellas, Hillsborough workforce agency's first CEO** – St. Pete Catalyst
- **Hillsborough and Pinellas Boards of County Commissioners approve Interlocal Agreement to combine workforce boards** – Pinellas.gov

Findings:

- **Public Concern Over the Merger:**
 - Some local officials and community members expressed concerns about the merger, particularly regarding resource allocation and accessibility.
 - Sentiment that Hillsborough and Pinellas should remain separate due to geographic and economic differences.
 - Worries about travel complications for job seekers who may need to access services across county lines.
 - Fear that individualized attention for job seekers might decline due to the broader regional scope.
- **Media Sentiment:**
 - Coverage reflected a mix of optimism and skepticism.
 - Some outlets emphasized the benefits of streamlined operations and stronger regional workforce strategies.
 - Other reports highlighted pushbacks from local officials and community members, particularly in Pinellas County, where concerns about resource distribution were more pronounced.
- **Recurring Themes:**
 - **Efficiency vs. Local Identity:** Debate over whether the consolidation would improve services or dilute the unique needs of each county.
 - **Regional Accessibility:** Questions about how effectively the workforce services will be delivered across a larger area.

Organizational Documents & Reports

A review of internal documentation provided insights into the goals, expectations, and potential challenges associated with the name change.

Sources Reviewed:

- CareerSource Tampa Bay and CareerSource Pinellas Marketing Materials & Reports
- Merger FAQ Document – CareerSource Tampa Bay
- CareerSource Florida REACH Act

Findings:

- Strategic goals of the merger:
 - Improved coordination of workforce programs across the region.
 - More efficient use of funding and elimination of operational redundancies.
 - Stronger regional employer engagement.
- Rationale for the new name:
 - Reflects the geographic scope of the merged entity.
 - Maintains the CareerSource brand identity while distinguishing it from other regional boards.
 - Reinforces a unified workforce approach while retaining local recognition.

Industry Reports on Naming Trends & Brand Positioning

To view the CareerSource Hillsborough Pinellas name within broader workforce branding trends, workforce development and branding reports were examined.

Findings:

- Geographic naming conventions are commonly used to establish regional identity and clarity.
- Short, clear, and regionally descriptive names tend to perform well in recognition and branding.
- Many workforce boards use county or regional identifiers in their names to maintain community connections while signaling a broader service area.
- Organizations that undergo mergers often retain elements of their previous branding to preserve recognition and trust among stakeholders.

Social Media Analysis

- **Instagram Presence:**

- The CareerSource Hillsborough Pinellas Instagram account has been established as the new social media hub for the merged entity.
- Engagement levels and follower count will be key indicators of how well the rebranding effort resonates with the community.



- **Messaging from CareerSource Hillsborough:**

- CareerSource Hillsborough Pinellas previously posted about the transition, stating:
 - “Excited to see what the future holds for Tampa Bay’s workforce development.”
 - This phrasing is notable, as it initially referred to the workforce area as Tampa Bay rather than distinguishing Hillsborough and Pinellas as separate entities.
- The phrase “Career fit across the entire Tampa Bay region” suggests an effort to frame Pinellas as part of a broader regional identity rather than as a distinct county.



- **Facebook Transition:**

- CareerSource Hillsborough Pinellas has consolidated its social media presence under a new Facebook page. They announced the move from their previous page, CareerSource Tampa Bay, directing followers to the new page for updates and information.



Merger Communication:

- The merger of CareerSource Pinellas and CareerSource Tampa Bay was communicated through various channels, including a video announcement expressing enthusiasm for the unified organization’s future.

3. SOURCES

CareerSource Florida. (2021). *Florida Workforce System Statewide Brand*. Retrieved from [CareerSource Florida](#)

CareerSource Florida. (2023). *Florida Workforce System Transformation Overview*. Retrieved from [CareerSource Florida](#)

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Pinellas.gov (2023). *Hillsborough and Pinellas Boards of County Commissioners approve Interlocal Agreement to combine workforce boards*. Retrieved from [Pinellas.gov](#)

V-LAB

(See Appendix A for full results.)

Background

On April 3, 2025, Vistra conducted a V-Lab® session with 24 participants to evaluate and provide feedback on identifying a new name for CareerSource Hillsborough Pinellas, after the recent merger of CareerSource Tampa Bay and CareerSource Pinellas. Invitations were sent to 97 community members, with equal representation from both Hillsborough and Pinellas counties.



Approach

The V-Lab® provided a forum to assess stakeholder perceptions following the merger of CareerSource Tampa Bay and CareerSource Pinellas. Through structured surveys, brainstorming, and real-time feedback, participants explored both the opportunities and challenges of the merger. A key part of the session focused on rebranding, particularly the evaluation of potential new names for the organization, as well as names for sub-brands.

Participants

A total of 31 out of 97 community members from Hillsborough and Pinellas counties registered to participate. Due to scheduling, 24 community members participated in the session with the following demographics:

Affiliation:

- **55% Board Members**
- **11% Partners**
- **5% Community Supporter**
- **5% Former Board Member**

Affiliation by Location:

- Tampa Bay (CareerSource Tampa Bay) – **15 participants (63%)**
- Pinellas (CareerSource Pinellas) – **6 participants (25%)**
- Not affiliated with CareerSource – **2 participants (8%)**
- Other CareerSource organization – **1 participant (4%)**

Key Findings

General Sentiment on the Merger

- **Majority Positive:**
 - Optimism centers on regional impact, funding potential, and improved services.
- **Minority Skepticism:**
 - Concerns about Pinellas County’s representation, potential loss of identity, and the history of a failed prior merger continue to generate resistance.

73% of participants felt the positives outweigh the negatives of the merger

Top Perceived Benefits of the Merger

(Participants ranked benefits on a scale of 1 to 10, where 1 means not all potentially positive and 10 means extremely potentially positive.)

- Stronger Workforce Development **8.82 avg rating**
- Increased Regional Coverage and Presence **8.73**
- Leverage and Strategic Partnerships **8.36**
- Increased Grant and Funding Opportunities **8.27**

Participants praised:

- Unified approach to workforce development.
- Better employer partnerships.
- Enhanced access for job seekers across both counties.

Primary Concerns and Risks

- Geographic Representation Imbalance **8.5 avg negative impact**
- Cultural Integration Challenges **8.24**
- Fear Pinellas Will Be Overshadowed **8.09**

Themes:

- “Hillsborough dominance” remains a strong perception.
- Fear of lost autonomy and identity for Pinellas stakeholders.
- Concern that a “one-size-fits-all” approach will overlook local nuances.

Brand/Naming Preferences

- **CareerSource Tampa Bay** was the most preferred name across all tests
- **CareerSource Greater Tampa Bay**, **Bridging Tampa Bay**, and **Bay Area** followed with moderate support.

38–52% Support

Key name choice reasons:

- “Tampa Bay” is simple, familiar, and regionally inclusive.
- “Bridging” metaphorically resonated for uniting communities across the Bay.
- Names listing multiple cities or counties were seen as too long or politically fraught.

Feedback on Youth Program Names

- **Tampa Bay Hires** and **Tampa Bay Summer Hires**:
 - Generally seen as unclear and too generic, especially for targeting youth (16–24).
 - Lacked specificity and energy to engage the intended demographic.
- **Summer P.A.Y.S.** (Preparing Area Youth for Success):
 - Rated the most effective and memorable youth program name.
 - Strong appeal due to acronym, clarity, and youth focus.



V-Lab® Summary

On April 3, 2025, Vistra facilitated a V-Lab® session with 24 stakeholders representing both Hillsborough and Pinellas counties. The purpose of the session was to gather community input on the merger of CareerSource Tampa Bay and CareerSource Pinellas, and to evaluate potential names for the newly combined organization. Participants included board members, partners, and community supporters, with representation across Hillsborough and Pinellas counties.

The session revealed a generally positive outlook toward the merger, with 73% of participants expressing that its benefits outweigh the drawbacks. Participants identified several key opportunities arising from the consolidation, including enhanced workforce development, broader regional coverage, and greater potential for strategic partnerships and funding. These elements were consistently rated highly, indicating confidence in the merger's capacity to strengthen the region's workforce system and extend access to services across both counties.

However, notable concerns were also expressed, particularly among Pinellas participants. The most prominent issues included perceived geographic imbalances, challenges in blending organizational cultures, and fears that Pinellas might lose its identity or be overshadowed by Hillsborough. These concerns underscore the importance of equitable representation and culturally sensitive integration as the new organization moves forward.

Regarding naming preferences, the top three choices identified during the session were "CareerSource Tampa Bay," "CareerSource Greater Tampa Bay," and "CareerSource Hillsborough Pinellas." Among these, "CareerSource Tampa Bay" was strongly favored for its simplicity, existing regional recognition, and inclusivity. Other names, such as those referencing broader metaphors like "Bridging Tampa Bay," were viewed as too long, politically charged, or lacking clarity. "CareerSource Tampa Bay" was seen as effectively conveying a unified, regional identity that resonates with residents, employers, and partners alike.

The session also addressed youth program branding. While current names such as Tampa Bay Hires and Tampa Bay Summer Hires were seen as too generic and lacking clarity for younger audiences, Summer P.A.Y.S. (Preparing Area Youth for Success) was widely praised for its memorable acronym and targeted appeal.

In summary, the V-Lab® session offered critical insights into community sentiment following the merger. While participants recognized significant promise in terms of regional impact and strategic opportunity, they also highlighted the need for deliberate, inclusive leadership to address lingering concerns. The findings point to "CareerSource Tampa Bay" as a preferred name that can unify the organization under a brand that is familiar, inclusive, and aligned with the region's broader identity.



Survey

(See Appendix B for full results.)

Methodology

The survey was conducted online between April 8 and April 23, 2025. It comprised 16 questions and was designed to take approximately 5 to 10 minutes to complete. A total of 82 identified stakeholder contacts were invited via email, resulting in 17 responses—a response rate of 20.7%.

Respondent Demographics

- **Residence:**



- Hillsborough County: **53.3%**
- Pinellas County: **33.3%**
- Other (Palmetto, Pasco): **13.3%**

- **Work Location:**



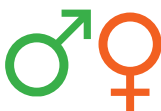
- Hillsborough County: **46.7%**
- Pinellas County: **40.0%**
- Other (Remote/Pasco, Both counties): **13.3%**

- **Relationship to CareerSource:**



- Board Member: **33.3%**
- Employee: **26.7%**
- Partner: **33.3%**
- Community Supporter: **6.7%**

- **Gender:**



- Male: **60.0%**
- Female: **40.0%**

- **Age Group:**



- 25 to 34: **13.3%**
- 35 to 44: **33.3%**
- 45 to 54: **20.0%**
- 55 to 64: **26.7%**
- 75 or older: **6.7%**

Key Findings

A. Organizational Name Preference

- **Most Preferred Name:** *CareerSource Tampa Bay*
 - Received the highest ranking as the most preferred name.
 - Seen as straightforward, familiar, and representative of both counties.
 - Several respondents cited existing brand recognition and alignment with local identity (e.g., sports teams).
- **Second Preferred:** *CareerSource Greater Tampa Bay*
 - Recognized for encompassing both counties and smaller municipalities, but some concern it might overlap with other regional entities.
- **Least Preferred Options:**
 - CareerSource Bridging Tampa Bay and CareerSource Tampa Bay United were viewed as too long and potentially confusing or gimmicky.
 - “Bay Area” was flagged for potential geographic ambiguity (e.g., mistaken for San Francisco Bay Area).
- **Concerns Noted:**
 - Several names perceived as overly long or misaligned with public perception.
 - Concerns that some names (e.g., “Tampa Bay”) might diminish recognition of Pinellas County.
 - “Tampa Bay United” resembled sports team branding, which some respondents found inappropriate.
- **Additional Suggestions:**

○ CareerSource Bay to Beach ○ CareerSource Florida Bay	○ Greater Tampa CareerSource ○ Tampa Bay Workforce
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B. Program Name Feedback

1. TAMPA BAY HIRES:

- Generally seen as clear but lacking specificity for youth audiences.
- Suggestions: Tampa Bay Youth Hires, Tampa Hire Squad, CareerSource New Starts.

2. TAMPA BAY SUMMER HIRES:

- Feedback mirrored the above, with concerns over clarity.
- Suggestions: Tampa Bay Apprenticeships, Teen Hires, Future Ready Summer Hires.

3. SUMMER P.A.Y.S.:

- Less intuitive without prior context.
- Suggested alternatives: Rise & Earn, Work Xperience, Tampa Bay Youth Internship.



Survey Summary

Between April 8 and April 23, 2025, CareerSource Hillsborough Pinellas conducted an online survey to collect stakeholder feedback on the recent organizational merger and potential new names for the unified entity. The survey was distributed to 82 identified stakeholders, generating 17 responses—a 20.7% response rate. Respondents represented a cross-section of the workforce community, including board members, employees, partners, and community supporters, with a majority residing or working in either Hillsborough or Pinellas counties.

Survey results reinforced key findings from the V-Lab® session, particularly the strong preference for the name “CareerSource Tampa Bay.” This option was consistently rated as the most effective, with respondents citing its simplicity, regional familiarity, and alignment with the area’s broader identity, including sports teams, businesses, and media. The other top names included “CareerSource Greater Tampa Bay” and “CareerSource Bay Area.” While “CareerSource Greater Tampa Bay” received some support for its geographic inclusivity, and “CareerSource Bay Area” was noted for its broader regional connotation, both were seen as less distinctive or potentially confusing compared to the clarity and brand recognition of “CareerSource Tampa Bay.”

Some concerns were voiced about the potential for the “Tampa Bay” label to obscure Pinellas County’s identity, though most respondents acknowledged its broad regional recognition and unifying appeal.

Feedback on youth program naming revealed a need for more targeted and engaging branding. Both “Tampa Bay Hires” and “Tampa Bay Summer Hires” were seen as too generic and unclear about their focus on youth, with many respondents suggesting the names did not communicate the intended age range or the breadth of services offered. In contrast, “Summer P.A.Y.S.” (Preparing Area Youth for Success) received more favorable reviews. Respondents appreciated its clarity, relevance to youth, and the use of an engaging and meaningful acronym.

Overall, survey participants generally viewed the merger in a positive light, echoing sentiments shared during the V-Lab® . Many believe the merger offers long-term benefits in terms of operational efficiency, expanded reach, and service alignment. Though some noted the importance of continued attention to equity, especially in resource allocation and representation across counties. The survey results underscore the importance of selecting a name that reflects unity and clarity, while also advancing a brand identity that resonates with all stakeholders throughout the Tampa Bay region.



Conclusion

After a thorough evaluation of the research findings, V-Lab® session insights, and stakeholder survey results, the current name, CareerSource Hillsborough Pinellas, while geographically accurate, lacks the simplicity, regional unity, and brand recognition necessary for long-term success. Stakeholders across both counties, including board members, partners, and community supporters, consistently expressed a strong preference for a name that is recognizable, unifying, and future focused.

Across both the V-Lab® and survey, three name options consistently rose to the top: “CareerSource Tampa Bay,” “CareerSource Greater Tampa Bay,” and “CareerSource Hillsborough Pinellas” in the V-Lab®, and “CareerSource Tampa Bay,” “CareerSource Greater Tampa Bay,” and “CareerSource Bay Area” in the survey. Of these, **“CareerSource Tampa Bay”** emerged as the clear front-runner. Stakeholders across both counties consistently expressed a strong preference for this name due to its clarity, regional familiarity, and inclusive identity.

Although some concerns were raised about the potential overshadowing of Pinellas County, the “Tampa Bay” designation is widely accepted as representing the full metropolitan area, encompassing the diversity and strengths of both counties. Furthermore, its established brand equity across sports, business, and civic life positions it as a strategic asset that can unify and elevate the organization.

Moreover, the existing brand equity associated with “Tampa Bay” (in sports, business, and civic life) offers a strategic advantage. It allows the organization to maintain continuity and recognition while also signaling a modern, collaborative regional approach to workforce development. “CareerSource Tampa Bay” is more than a name; it is a platform for unity, efficiency, and opportunity across the region. Choosing it signals a bold commitment to a shared future while honoring the unique contributions of both Hillsborough and Pinellas counties. With inclusive messaging and transparent leadership, the organization can move forward as a truly regional, trusted workforce resource.



My Journey Career Success Workshops



Existing Partnerships to Develop and Deliver MyJourney Workshops & Related Services



Strategy: Partner → Pilot → Expand

Hillsborough County Public Schools – AVID Program

- 2022-23 Pilot: 74 Completers / 2 Schools
- 2023-24 Expansion: 580 Completers / 21 Schools
- 2024-25 Expansion: 1,300 Completers / 25 Schools
- 2025-26 Expansion: AVID Requested Expansion

Florida Dept. of Juvenile Justice (DJJ)

- 2023-24 Pilot: 2 Workshops/ 1 Hillsborough Facility
- 2024-25 Expansion: 4 Workshops / 4 HC Facilities
- 2025-26 Expansion: DJJ Requested 24 FL Facilities
- 2025-26 Fundraising Partner

Hillsborough County Public Charter Schools

- 2024-25 Pilot: 48 Completers / 2 Schools
- 2025-26 Expansion: HCPS Requested Expansion

Hillsborough County Public Schools

- 2024-25 Career Accelerator Pilot: 52 Completers / 9 Schools
- 2025-26 Expansion: TBD to Meet High Demand

Bay Area Youth Services (BAYS)

- 2025-26 Pilot: Hillsborough and Pinellas Workshops
- 2025-26 Fundraising Partner

Circuit 13 DJJ Probation Office (Hillsborough)

- 2025-26 Youth Referral Process Pilot
- 2025-26 JPO Annual Training Pilot

Existing and Emerging Partnerships Targeting Pinellas County



Strategy: Partner → Pilot → Expand

Existing Partnerships

- Florida Dept. of Juvenile Justice
 - Completed 2025-26 MyJourney Workshop in Pinellas Facility
- Bay Area Youth Services (BAYS)
 - Planning 2025-26 MyJourney Workshop in Pinellas

Emerging Partnerships

- Circuit 6 DJJ Advisory Committee
 - October Presentation Scheduled re: Expanded MyJourney Workshop
- Circuit 6 DJJ Probation Office
 - Invited to 2025-26 JPO Annual Training Pilot
- Pinellas County Urban League
 - Assisting with Pinellas County Networking
- Pinellas County Public Safety Coordinating Council
 - December Presentation Scheduled re: MyJourney Workshop & Related Services

CSTB Youth Services Strategic Plan Update



Program Updates

Message from Youth Program

CareerSource Tampa Bay appreciates your continued support and commitment to securing a bright future for the Tampa Bay area that incorporates the skills, ingenuity and innovation of our emerging workforce! We are currently planning our next year's initiative and developing new partnerships to better serve youth.

Goals in Quarter:

- Regional Consolidation of Youth Program Services and program intakes processes
- Training and Implementation of joint policy and procedures to ensure streamlined services to youth
- Identifying new and future opportunities to diversify program funding
- Develop curriculum that addresses the needs of Opportunity Youth in Hillsborough and Pinellas County
- Implement curriculum and programming through centralize partners.



Planning Ahead

Quick implementation roadmap

Phase 1 — Launch (0–6 months)

- Stand up Single Intake pilot (one site + web form) and expand Summer P.A.Y.S. model to fall micro-internships.
- Convene steering group: CareerSource, Pinellas County Schools CTE, CSTB Youth Committee, Pinellas County Job Corp

Phase 2 — Scale (6–18 months)

- Formalize OJT/apprenticeship contracts and employer compact; launch data dashboard to track outcomes and engagement.

Phase 3 — Refine (18–36 months)

- Expand to all school feeder patterns; refine credential stacks; tie funding to outcomes (placements, retention, credential attainment).



Partnering Forward

Key Stakeholders in the mission to serve:

Agency
Pinellas Opportunity Council, Inc.
Ready for Life, Inc.
Family Resources, Inc.
Pinellas County Homeless Leadership Alliance
Pinellas County School Board
Pinellas County Job Corps Center
Family Support Services

To support the development of the ISY and OSY Pipeline; substantial outreach efforts will be conducted in the next 60 days to support implementation of programming.

- Youth Career Exploration NFA
- Summer Program Launch
- Youth Services Launch

Summer Survey Updates

Phase 1: Gathering Participant Data

Pinellas and Hillsborough Summer Program participants are currently being surveyed regarding their summer experiences. We are collecting data on customer service as well as general opinions about the program offerings. The links and results are as follows:

Results by county

Pinellas Summer PAYS:

[2025 Summer PAYS Feedback Challenge! – Results](#)

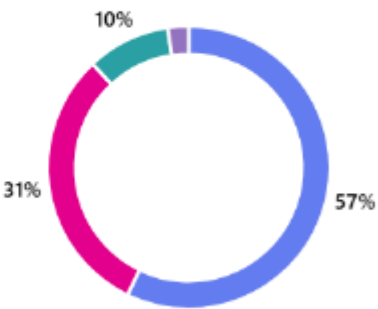
Hillsborough Tampa Bay Summer Hires:

[2025 Tampa Bay Summer Hires Feedback Challenge! – Results](#)

1. Overall, how would you rate your experience in the Summer PAYS Program?

[More details](#)

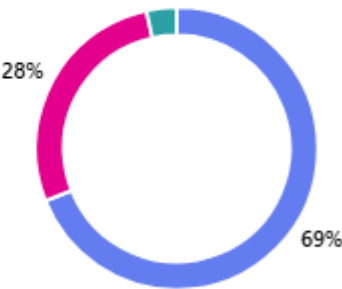
★ Excellent	24
😊 Good	13
😐 Okay	4
😞 Poor	1



1. Overall, how would you rate your experience in the Summer Hires Program?

[More details](#)

★ Excellent	20
😊 Good	8
😐 Okay	1
😞 Poor	0



THANK YOU

FOR YOUR ATTENTION





Information Item

WIOA Youth Primary Indicators of Performance: PY 2425 Q4

July 1st, 2024 – June 30th, 2025

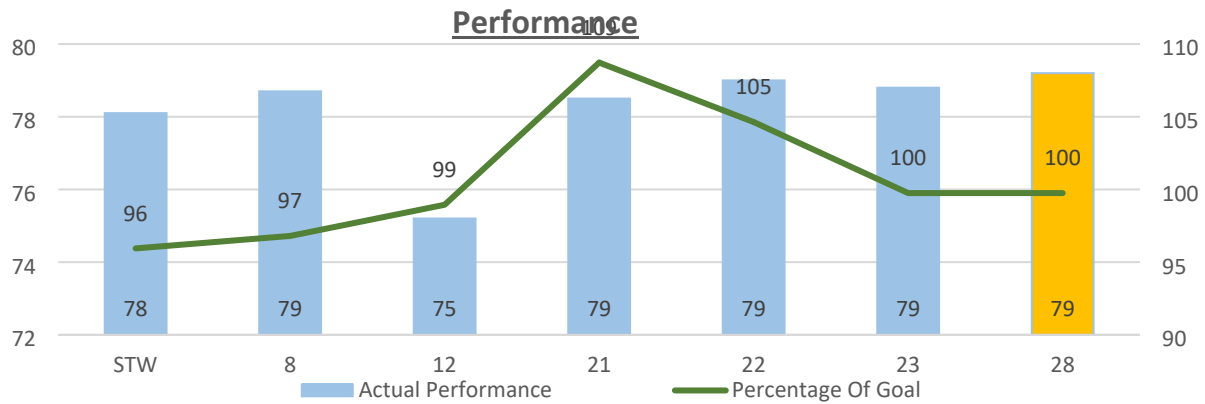
CareerSource Tampa Bay

Measures	PY2024-2025 4 th Q4 Quarter Performance	PY2024-2025 % of Performance Goal Met For Q4	PY2425 Performance Goals
Youth:			
Employed 2nd Qtr After Exit	79.2	99.75	79.4
Median Wage 2nd Quarter After Exit	\$5,528.5	135.94	\$4,067
Employed 4th Qtr After Exit	83.2	103.48	80.4
Credential Attainment Rate	75.6	120.57	62.7
Measurable Skill Gains	71	120.34	59
Not Met (less than 90% of negotiated)			
Met (90-100% of negotiated)			
Exceeded (greater than 100% of negotiated)			

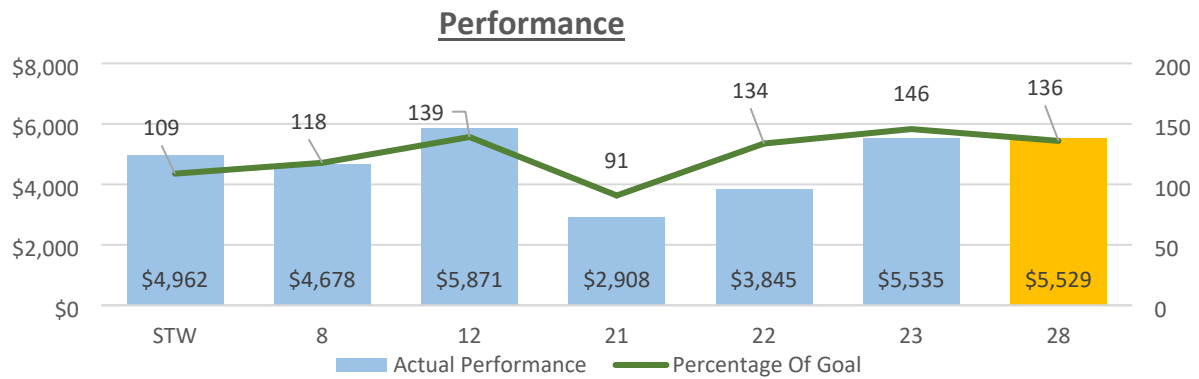
Statewide

Measures	PY2024-2025 4th Quarter Performance	PY2024-2025 % of Performance Goal Met For Q4	PY2024-2025 Performance Goals
Youth:			
Employed 2nd Qtr After Exit	78.1	95.95	81.40
Median Wage 2nd Quarter After Exit	\$4,962.0	108.86	\$4,558
Employed 4th Qtr After Exit	77.2	98.72	78.20
Credential Attainment Rate	72.6	98.91	73.40
Measurable Skill Gains	82.2	120.88	68.00
Not Met (less than 90% of negotiated)			
Met (90-100% of negotiated)			
Exceeded (greater than 100% of negotiated)			

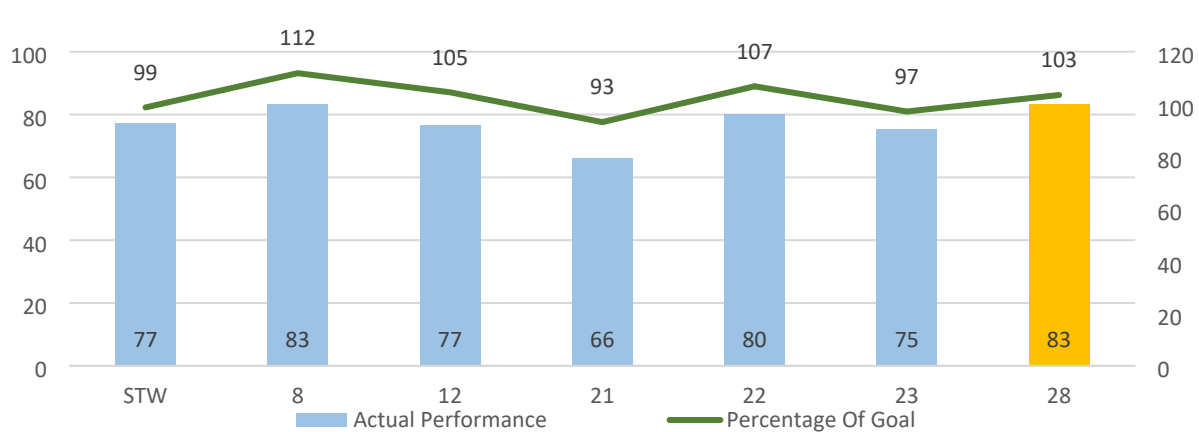
Youth Employed 2nd QTR After Exit % of Goal and Actual



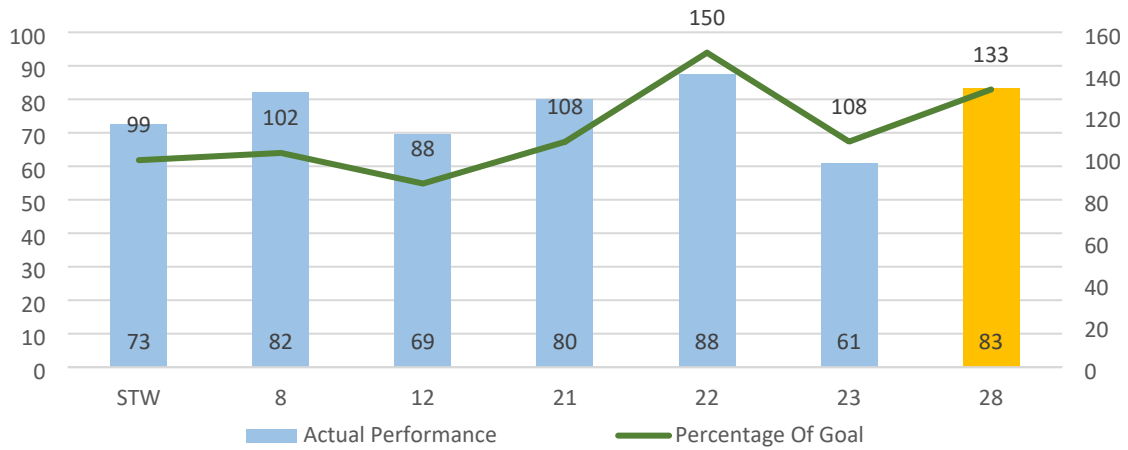
Youth Median Wage 2nd Quarter After % of Goal and Actual



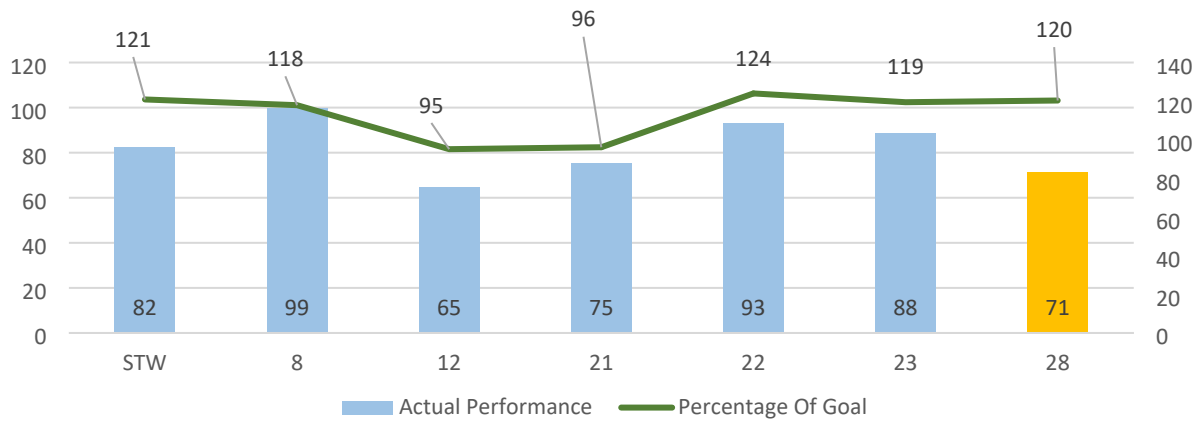
Youth Employed 4th QTR After Exit % of Goal and Actual Performance



Youth Credential Attainment % of Goal and Actual Performance



Youth Measurable Skills Gain % of Goal and Actual Performance



STW – Statewide

Region 8- CareerSource North Florida

Region 12- CareerSource Central Florida

Region 21- CareerSource Palm Beach

Region 22- CareerSource Broward

Region 23- CareerSource South Florida

Region 28- CareerSource Tampa Bay

OUR STORY

Loren Benavides - PWE

Aguilas International Technical Institute

It is my great pleasure to recommend Loren Nicol Benavides, who recently completed an internship with Aguilas International Technical Institute in Tampa, Florida. As the Chief Operating Officer of Aguilas, I had the opportunity to work closely with Loren during her time with us, and I was consistently impressed by her professionalism, creativity, and eagerness to learn.

Throughout her internship, Loren demonstrated an open and curious mindset. She was quick to absorb new information and showed genuine enthusiasm for exploring new ideas. Her creativity and problem-solving skills stood out, as she often contributed fresh perspectives that enriched our discussions and projects. Just as importantly, Loren welcomed feedback with grace, treating it as a tool for growth rather than criticism—an attitude that will carry her far in any professional setting.

At Aguilas, we strive to create a learning environment that is both rigorous and supportive. Loren embraced this culture wholeheartedly. She actively engaged with our team, demonstrated reliability in her work, and maintained a positive, can-do spirit even when tasks were challenging. Her openness, drive, and collaborative nature made her a valued part of our organization.

I am confident that Loren has a bright future ahead of her. She has the intellect, work ethic, and attitude needed to thrive in any endeavor she chooses to pursue. It is without hesitation that I recommend her for any academic or professional opportunity.



NOTES:

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