



## Community Engagement Committee Meeting

Knob Hill Group  
1030 North Orange Ave., Suite 200 (2<sup>nd</sup> Floor), Orlando, FL 32801

Monday, November 16, 2015  
2:30 p.m. – 4:00 p.m.

**Conference Call-in phone number: (866) 576-7975 / Participant Access Code: 299848**

***Strategic Goals developed by the Board:***

- *CareerSource Central Florida will become business focused in all efforts*
- *CareerSource Central Florida will identify ways to measure progress and Return On Investment (ROI)*
- *CareerSource Central Florida will become the backbone organization for workforce development in Central Florida*

Item	Agenda Topic	Action Item	Info/ Discussion Item	Presenter (other than Chair or Committee Member)
1	Welcome			Kevin Shaughnessy
2	Roll Call / Establishment of Quorum			Kaz Kasal
3	Public Comment			
4	Approval of Minutes A. 8/17/15 Community Engagement Committee Meeting	X		Kevin Shaughnessy
5	<b>Information/Discussion/Action Items</b>			
	A. Update on Community Outreach – 1 <sup>st</sup> Quarter		X	Tonya Elliott-Moore
	B. Input on Reputation Management Strategy: Stakeholder Opinion		X	Committee Discussion
	C. Overview – 1 <sup>st</sup> Lunch & Listen – Next Steps		X	Kevin Shaughnessy / Committee Discussion
	D. Review of Crisis Communication Plan		X	Sara Brady
6	Other Business			
7	Adjournment			

Upcoming Meetings:

- Community Engagement Committee: 2:30 pm, 2/29/16 / Knob Hill Group / 1030 N. Orange Ave., Orlando, FL

**Draft  
Community Engagement Committee Meeting**

**Knob Hill Group  
1030 North Orange Ave., Suite 200, Orlando, FL 32801**

**Monday, August 17, 2015  
2:30 p.m.**

**MINUTES**

**MEMBERS PRESENT:** Kevin Shaughnessy, Diana Bolivar, Steven Brooks, Robert Brown, John Davis, Sheri Olson and Wayne Weinberg

**MEMBERS ABSENT:** Roger Pynn, Jody Sweet, Rick Walsh and Amy Wise

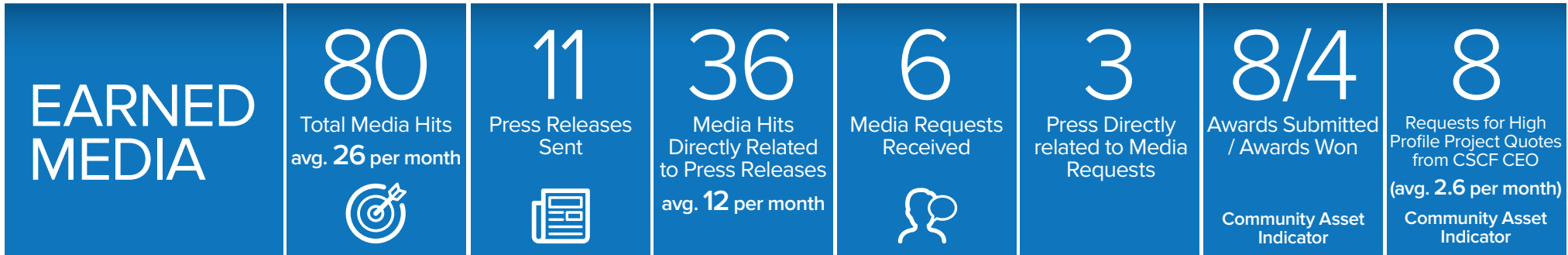
**STAFF PRESENT:** Pam Nabors, Mimi Coenen, Tonya Elliott-Moore, Larry Krause and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> Mr. Shaughnessy called the meeting to order at 2:34 pm and welcomed those in attendance.	
2	<b>Roll Call / Establishment of Quorum</b> Ms. Kasal reported that there was a quorum present.	
3	<b>Public Comment</b> None Offered.	
4	<b>Approval of Minutes</b> A. 5/26/15 Executive Committee Meeting Mr. Shaughnessy asked Ms. Kasal to revise the minutes as follows: include Diana Bolivar and Sheri Olson as present, and revise Roger Pynn as absent.	<b>With inclusion of noted revisions, the Committee approved the minutes from 5/26/15 Community Engagement Committee Meeting.</b>
5	<b>Information/Discussion/Action Items</b>	
	A. <u>Update on Community Outreach – To Date</u> Ms. Elliott-Moore provided a PowerPoint overview of CareerSource Central Florida’s outreach during FY 2014-2015 to include earned media (media coverage gained from press releases), social media, CSCF website, paid outreach, high profile advertising and community relations. The following highlights were noted: <ul style="list-style-type: none"> <li>– Earned media – total of 60</li> <li>– Media requests are for expertise/data</li> <li>– Social media has increased / this region has more followers on LinkedIn compared to other like entities. Followers consist of businesses and high level career seekers.</li> <li>– CSCF website – launch new website end of this month with business services focus.</li> </ul>	<i>Ms. Elliott-Moore stated she will revise the chart under “Community Relations Highlights” and resend.</i>

	<ul style="list-style-type: none"> <li>– Mr. Todd has been a great brand ambassador in Sumter County, especially referring businesses in the agri-biz industry to CSCF services.</li> </ul>	
	<p><b>B. <u>18 Month CSCF Outreach Strategy</u></b>                  Ms. Elliott-Moore reviewed the 18 month outreach strategy plan as CSCF transitions with Workforce Innovation and Opportunity Act (WIOA).</p> <ul style="list-style-type: none"> <li>– Months 1-8: focus on CSCF being the “Workforce Concierge” tailored to meet businesses’ needs</li> <li>– Months 9-15: operations to help define what the concierge services are and UCF commences with follow-up survey.</li> <li>– Months 10-18: compare performance measures received under WIOA against service delivery; promise to see if met expectations.</li> <li>– The Committee discussed what the potential end game focus for CSCF should be during months 16 through 18 of the outreach strategy. The committee thought the potential message at that point should be, “CSCF delivers candidates at every level.”</li> </ul>	
	<p><b>C. <u>Overview – Business Engagement Plan Recommendations for Communications &amp; Outreach</u></b>                  Ms. Coenen reviewed the outreach component of the business engagement plan and how each mode of outreach will be consolidated/re-cultured to better align to the business-centric focus.</p>	<p><i>The Committee recommended the following: a countdown to the website launch, a mobile app, and have local celebrities (i.e. Mayor Jacobs) tweet/post about CSCF.</i></p>
	<p><b>D. <u>Community Engagement Committee Role in Community Relations Strategy</u></b>                  The Committee requested that each Committee member coordinate with CSCF staff to hold a lunch and listen session (one per month). At these sessions businesses in key industry sectors will talk about hiring needs and challenges. These businesses can also provide feedback on CSCF’s new website.</p>	<p><i>Mr. Shaughnessy stated he will coordinate with SHRM for a session in the fall. Mr. Weinberg stated he will also look into hosting a session in Seminole County. Staff to draft a 12 month plan for execution.</i></p>
6	<p><b>Other Business</b>                  Ms. Elliott-Moore stated that today, Representative Daniel Webster toured the CSCF office in Lake County.</p>	
7	<p><b>Adjournment</b>                  There being no other business, the meeting was adjourned at 3:50 p.m.</p>	

Respectfully submitted,  
 Kaz Kasal

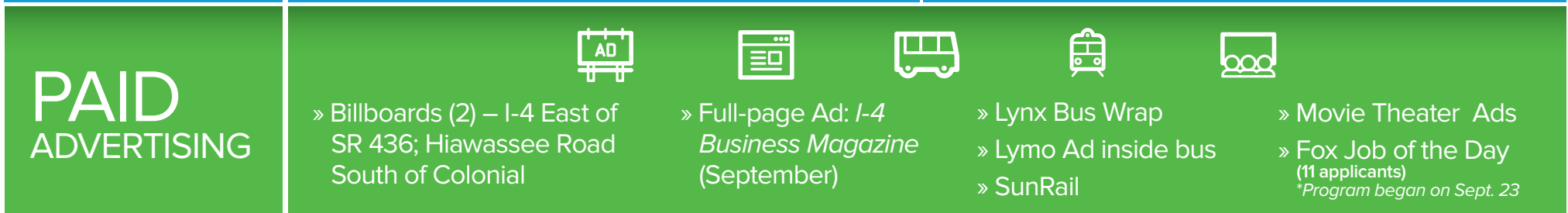
# PUBLIC INFORMATION/MEDIA RELATIONS



“ Our services are becoming increasingly tailored to meet the growing needs of Central Florida’s businesses and career seekers. We’re doing that by helping bring Information Technology companies – which is just one of Central Florida’s targeted industries – to our community. The addition of Flip.to to the business line-up will contribute to the overall success and growth of an already impressive Central Florida economy; we anticipate great success all around.

— Pamela J. Nabors, President/CEO of CareerSource Central Florida.

Source: Vocus Media Monitoring





Agenda Item 5A

# WEB AND DIGITAL MEDIA

<b>WEBSITE TRAFFIC*</b>	<b>65,740</b> SESSIONS <i>independent times users are accessing site</i>	<b>42,501</b> USERS <i>how many users viewed or interacted with site</i>	<b>2.93</b> PAGES/SESSION <i>how many average pages viewed per user session</i>	<b>3.12</b> SESSION DURATION <i>average time of individual sessions</i>	<b>39.6%</b> RETURNING USERS <i>% of users coming back to the site more than once</i>	<b>TOP REFERRAL SOURCES</b> bing.com; floridajobs.org; facebook; sumtercountyfl.gov; career.ucf.edu
<b>WEBSITE USER DATA</b>	AGES 25-34 <b>27%</b>	AGES 35-44 <b>20%</b>	AGES 18-24 <b>19%</b>	AGES 45-54 <b>18.5%</b>	MOBILE/TABLET <b>36%</b>	<b>TOP (5) CITIES</b> Orlando - 19.04% Jacksonville - 2.38% Leesburg - 8.10% Sanford - 2.21% Kissimmee - 3.89%

<b>FACEBOOK</b>	<b>LIKES</b> 2,070 July 1	<b>2,448</b> Sept. 30	<b>INCREASE</b> 18.26%	<b>TOTAL REACH</b> 35,782 Previous Qtr.	<b>77,713</b> Current Qtr.	<b>INCREASE</b> 117%	<b>FANS KEY FACTS</b> AGES <b>32% (35-44)</b>
<b>FACEBOOK POST HIGHLIGHTS</b> BEST PERFORMING PAID & UNPAID	 <b>REGIONAL BUSINESS SUMMIT</b> — Orlando, FL <b>10/29/15</b>		<b>13,111</b> REACHED <b>118</b> LIKES/COMMENTS & SHARES <b>395</b> POST CLICKS			<b>GIRL SCOUTS OF CITRUS COUNCIL WOMEN OF DISTINCTION</b>	<b>1,815</b> REACHED <b>118</b> LIKES/COMMENTS & SHARES <b>199</b> POST CLICKS

<b>TWITTER</b>	<b>FOLLOWERS</b> 1,254 July 1	<b>1,471</b> Sept. 30	<b>INCREASE</b> 17%	<b>34%</b> 75K+ INCOME	<b>FOLLOWERS KEY FACTS</b> <b>41%</b> COLLEGE GRADS	<b>72%</b> HOMEOWNERS
<b>TWITTER</b>	<b>TOP TWEET</b> #CSCF is proud to partner with @GrowFL for "How to Maintain the Health of Your Business"			<b>774</b> IMPRESSIONS	<b>9</b> TOTAL ENGAGEMENTS	

<b>LINKEDiN</b>	<b>BUSINESS PAGE FOLLOWERS</b> <b>1,975</b>	<b>INCREASE THIS QUARTER</b> <b>12.5%</b>	<b>BUSINESS FOLLOWERS KEY FACTS</b>			
			<b>61%</b> SENIOR LEVEL OR ABOVE	<b>90%</b> COMPANIES 51 EMPLOYEES +		
<b>LINKEDiN SPONSORED POSTS</b>			<b>1,099</b> PAID	<b>3,376</b> UNPAID		<b>PARTNERING WITH VALENCIA COLLEGE</b> <b>1,419</b> PAID <b>1,330</b> UNPAID

\*Web data will be difficult to gauge as we transition from an old to new site in the 1st quarter.

**Notes – Lunch and Listen Event**  
**HR Professionals - October 15, 2015**

In attendance: Charles Calhoun, Robert Quinlan, Pamela Nabors, Mimi Coenen, Keven Shaughnessy, Gina Hall, Liberty, Theresa Walker, Ann Beecham, Kim Oullette, Tonya Elliott-Moore, Zeynep Porter, John-Paul Philip, Charlotte McDonald, Charles Kearse, Pat Muldowney.

**Human Resource Professionals in attendance at the Lunch & Listen:**

- Pat Muldowney– BakerHostetler – coordinated SHRM attendees
- Charlie Calhoun – Rosen Hotels & Resorts
- Charlotte McDonald – HR for Holler Classic Automotive Group
- Kim Oullette –Sam’s Club – Central Florida Market
- Cesar Ruiz – Learning Alliance Cooperative
- John Paul Phillip – TrueBlue, Inc.
- Zeynep Portway – Goodwill Industries of Central Florida
- Charles Kearse – Valencia College – Advance Manufacturing Program
- Khai Robinson - Grand Canyon University
- Lisa Hancock - Manpower
- Theresa Walker – City Manager
- Liberty Goodnar – City of Maitland
- Gina Hall – Gina Hall Consulting
- Mimi McDaniel - City of Winter Park
- Renee Cranis - City of Winter Park
- Sharon Karklins – Williams Company

**Opening Remarks:**

- Kevin Shaughnessy: Welcomed everyone and provided some background on his involvement with CareerSource Central Florida. He also explained the purpose of today was for the workforce board to hear from community leaders who possess decades of experience – an opportunity for CSCF to listen and learn from.
- Pamela Nabors: Explained CSCF was not here to talk – but to listen. She explained as an organization we are dedicated to you as the business customer. CSCF recognizes that in this economy, the need is on the business side. CSCF is here to find out and ask you what these needs are. CSCF is committed to being nimble and flexible to meet your needs and be a community asset in Central Florida.

**Group Discussion Points:**

Kevin Shaughnessy indicated that part of the clean-up of CareerSource Central Florida involved transparency and accountability. Being accountable means listening. Kevin Shaughnessy referenced Charles Kearse from Valencia College – and the second phase of Tact 4 Grant CSCF is partnering with the college on the project. The project features a multimillion dollar training center and community outreach on the project is critical to its success.

Pam mentioned that earlier in the year, we were fortunate to have the services of business administration students from UCF who performed a research study with Central Florida Businesses. Through this study the students determined that what businesses wanted from an organization like ours was to find them the right candidate with the right attitude. They recommended that we have our flagship service be recruiting. So today we want to take a deeper dive into that philosophy and ask you, where are your hiring challenges? What skills or talents are you having trouble finding? Where can we go from here?

- Theresa Walker: Trouble hiring utility/water technicians. Apprenticeship for plumbing was shut down. The trades are more difficult to fill now that the economy has come up. We cannot pay what the private sector employer does, and for water licensing, it takes 2 years, and we are not finding schools that are catering to the foundational skills, they only cater to the crown.
- Liberty: If you look across government entities, wastewater is the hardest position to recruit. You do take the classes, and certifications, but the apprenticeship is hard to find. You need someone who is going to take you on. They will have the certification but not the required 12 months working in the environment. There is a gap missing in between.
- Kevin Shaughnessy: There is trouble finding people for the power company as linesman. They have the certification but not the licensing, and these are \$55,000 a year jobs with full licensing.
- Mimi: what is the volume if you found the right candidate?
- Liberty: There are two. One is filled, and one is open. West Palm has two openings, Jupiter has one. We need the C-Operator license. Anyone who is in college is looking for higher education, and not technical skills training.
- Lisa Hancock: There are so many gaps in manpower services. If we stay close to what Theresa is talking about, we are looking for skilled trade. Welding in particular. If I had 25 welders today, I could put them to work, but here is the caveat: they need clean backgrounds. Many cannot pass the background check or drug test. I don't know that there is a solution to fix both of those problems.
- Charlotte: We are always in need of Lube technicians – an entry level technician position. We have partnered with a lot of the technical schools in the area, the ramp-up time is slow. They are coming out of school and not able to keep up with the pace in the dealership and the volume. 60% drop off rate because they cannot pass the waivers. Service technician may be higher level, and then there are master technicians. There is a career path in that area, but what is lacking is the communication.
- Cesar: have you looked into the state apprenticeship program?
- Charlotte: Yes, but we have the drop off problem and the issue of insurability.
- Gina Hall: She mentioned difficulty in filling an Attorney position. I was surprised this was so hard to fill. Office manager was also hard to fill, and you wouldn't think that. Some of the specific requirements were the unspoken follow through, organization, being able to do two or three things at the same time. It's not always the title but the components of the job – from organization to confidentiality – to having good communications skills, such as the written and verbal.
- Theresa Walker: My husband is a Master Plumber and his company has difficulty finding qualified plumbing candidates to hire.
- Liberty: The longevity of these jobs is not very long. These guys easily can throw out their backs and be out of work.

- Theresa: I don't know how you get this back. Does it go back to high school? Some of the labor positions are extremely hard manual work. There is not a large candidate pool of those who want to do that for a living.
- Liberty: It sounds ridiculous, but we give them a test on alphabetizing for filing. At all levels we are doing the regular administrative work because it needs to be done. But people have trouble with the tasks, or lose focus, so we need someone who can critically think and realize that "This file does not belong in this category." You can explain the whole process but in many instances these critical thinking soft skills just aren't there.
- Theresa: We need to have good entry level candidates so they can have career progression opportunities and promotions. But without the critical thinking and common sense we have been discussing – how can we get them there?
- Kim: Some of the critical thinking skills, that as children, they aren't getting it at home, at school, with their peers, and I don't get in the day to day job of hiring our team. But we opened the new Apopka Club and I was appalled at the way people come in to apply for a job. Not coming back to work. They don't understand the intensity and how you need to complete A, B, C, and D. If you don't understand it, you don't just not do it.
- Liberty: I've been doing research on the workforce, and something that caught my eye, is that for the Federal Government, 16% of the workforce is retiring. And hiring the new workforce is difficult, because the new workforce wants different things from the work schedule - they want flexible hours, a more casual workplace. They want to work from home, or make sure that they have enough time for family. How do we find candidates for positions that just can't allow for that type of flexibility – but are critical positions?
- Kevin: There are a lot of people who get into college, but it may not be the right fit, and is not the "be all to end all". If we had young people coming out of an apprentice program, and put them through a process, they would learn to work 8 to 5 and dress appropriately for an interview.
- Gina Hall: I think that can be great help in setting expectations, and then see if there are more technical training opportunities needed to allow for progression.
- Charles Kears: I applaud the conversation, and it's a collaboration that the whole community has to embrace, and educate the entry-level worker. Set a path that includes education. Advanced manufacturing is short-term training and we can prepare you to sit in front of an employer who desperately needs workers. As we think about this, education is absolutely key. Not only in high-school, because we have the 18-29 year old group who just doesn't have these skills. I have a son getting a Master's but he works as a valet parker, because he has that work ethic. But he has a father who taught him the value of that work ethic. But there are those individuals who do not have that influence, and we need to expand youth programs to teach and train for these skills. Teach them the soft skills and how to apply them. One of my pushes is to embrace the relationship with faith and community based organizations. I encourage you to think in terms of additional training from the soft skills perspective.
- Pam: Where do you go to find candidates that work for you? Given the challenges you articulated? Is it from a posting on Monster? Using CSCF, putting an ad in the paper, running a job fair?
- John-Paul: Sourcing is always the top piece. Would I rather hire someone that is employed or unemployed? I use CareerBuilder, EmployFlorida, Monster, LinkedIn.



- Pam: Any work better than the others?
- John: CareerBuilder works better for me than Monster.
- Charles: We used LinkedIn, CareerBuilder, we also have a lot of family members share by word of mouth.
- Kim: I use CareerBuilder, Indeed, LinkedIn. My gaps are in the project management side. We go to UF and Purdue, and I've heard the University of Ohio is very good. The construction industry took a horrible hit in 2008 and the workers all left the state. They are gone and not here, and how do we get them back? They are in Alaska, and not coming back into the state.
- Theresa: What if we brought some of the career seeking candidates into a meeting, and asked them what they are looking for when they are seeking employment?
- Kevin: That's a great question. But they all come out wanting the C-Level job. And not everyone can get that job. The hardest people to place are 52-55 and have been in a career for however many years, and that job has gone away. They are out of a job as long as the only other group – young, minority youth.
- John: One of the problems we have is working with people and their communications skills. Those skills just aren't there. Everyone is playing on iphones and ipads and not talking and losing the ability to communicate with each other.
- Renee: at the City of Winter Park we have the same problem as the City of Maitland. We post our jobs on our own website, but have the same problem as everyone else. They don't want the lower paying jobs.
- Kevin: Are they really low-paying jobs? Does a certified electrician make a good living?
- Renee: At the municipal level it can be around \$35,000. They can make much more money in the private sector.
- Cesar: I have three employers that I work extremely closely with, and the EWT is converting to the IWT. These employers have found solutions to some of the issues discussed through the workforce training funds (OJT, IWT and EWT). These training grants are important to the process. But I have not seen an OJT or EWT grant readily available. You have to learn the internal processes and procedures. But a lot of employers have the funding but not the time.
- Pam: The need is that some employers need to train workers that they have hired?
- Cesar: When is that EWT or IWT going to be available? They are critical. Even if there is a training or development department, if they do not have a training budget, there is a lot of organizations that could use support.
- Pam: We don't want to come to any business and give them a menu of our services. We want to be a consultant to them. And we may not have all of the answers, but we do have great networks and additional ways to find solutions. We don't have construction managers, but we have networks that may provide a way to find that solution. We want to know if CSCF is a valuable human resource asset to you.
- Lisa Hancock: We have found a way to not be competitive with CSCF anymore, and we work together, but there is still room to grow. High level – LinkedIn and EFM; mid-level: Monster and CareerBuilder; Craigslist – low level. Now when we talk about EFM, is there a facelift in the works?
- Pam: We hear that there is, but I have no specific details or a timeframe.
- Lisa Hancock: I think that you would get more feedback and user ticks if it was more user-friendly.

- Theresa: If we know this is what we are working with, we can train around that. You can have the best program set-up ever, but if you don't understand what you are doing...It goes back to education in school. Once you know what you are working with, you can base your training around it. Go to the schools and show that this is a good life and there are benefits and you could learn this trade.
- Gina: I hear a lot of people say I would like to get into this industry but I don't know how. There isn't a training program. So it is nice to hear about Valencia's training program. If you know that Valencia has this program, and this school has this program, it is a great resource.
- Pam: So what I am hearing is that it would be good to know what resources are available?
- Kevin: A lot of this is reputation, word of mouth, people hearing that it is a good place to live. The homeless industry, they are trying to eliminate all of the barriers, and have a more coordinated effort. I thought we could use that program for hiring. And have CSCF as the main entity. That's something that we would maybe like to get to, and it sounds like that may be of interest. Toyota, and the way they work, is they had 1,600 workers and 400 administrators, and Toyota funded it with state grant money, and at the local college in trainings, and after 180 days, they would hire everyone out of that program. Four years ago in Pittsburgh, in the ghetto, they created an arts program, to help students think creatively. They have turned it into a world-renowned jazz center, with a full-time training every 10 months with a phlebotomist, and a cooking program, every industry is tied to the job training. If we knew that every municipality needed one or two electricians, we could probably put a program together with our education partners. We want to know what to do to make your life easier as an employer.
- Charles: Most new jobs are by small employers. Someone really can become a CEO, it's just not the CEO of Sam's Club or GE. But if you have small employers working with Sam's Club, there is meaningful output. But right now there is a lack of purpose and drive. And I see opportunities at every corner I turn.
- Kim: Sam's is built on small employers, and if they are not shopping with us, that hurts us. Social media updates – how is everything being communicated within the community? We would love to have some interaction with that and share it with our membership, and see how we can help you drive your business. Make it apparent to our HR managers and businesses what you are doing.
- Kevin: Have a link on the website, if you are a small business under 25, click here. Small business focus.
- Kim: It's interesting to me when we are out in the community, who knows about us? There is some synergy that can be had by us.
- Charles: Up north, there are shop classes available for students. There were also internship programs. But shop classes aren't available in this area in high school.
- Pam: Does anyone participate in internship programs?
- Group: Yes;
- Kim: We participate with Wal-Mart for an internship program. We do that for our management program.
- Kevin: We have an internship program, for 9 months of salary, but the retention rate is not great. How is your retention rate?
- Kim: We have had good internship rates. We try and get them in Sophomore, Junior, Senior summers. These new hires have climbed the ladder and are now in management. We pay their

room and board while they are attending school and interning with us for the summer. We teach them communication, critical thinking and soft skills during this internship process. Then when they graduate we hire them and the initial soft skill and critical thinking training has been completed during their schooling and internship period.

- Cesar: We have a program like that also that is 6 months. It's a local high school that has a tech program. They may take POC program in high school, and those kids are coming out, and they can typically work a couple of hours. There are 72 kids in the program, and we have retained 64% of them after two years.
- Pam: So internships is a good thing as well, from what I have heard.
- Khai: we do a lot of internships so we tend to hire a lot of our alumni since we are a university. What about those who are coming out of college but don't have the experience. They have the education but can't get their foot in the door. They can't get in low because they are overqualified but they don't have experience.
- Charlotte: They may know what to do, but they don't know how to be. If they don't have the trophy in one year, they become disenfranchised. Maybe they are going into the interviews expecting too much.
- Khai: But some can't even get to that point. There are those who are willing to start low and work their way up, but they are told they are overqualified.
- John Paul – At UCF, I couldn't even graduate until I had my co-op completed. You've built that foundation before you could even get to that point. I was having to work while I was in college to get that experience.
- Pat: There is a flip-side, and I know this from my daughter and her own experience. She is a criminal justice major and wants to get an intelligence analyst job. She goes online and goes to all these far-flown jobs, and there are no entry-level jobs. You would have class upon class of first years that would come in from law school, and you were expected to come in and learn and not know everything. And either you got it and stayed, or you didn't and went somewhere else. But the economic ability has changed that, and we really look more for hiring people who have been practicing. Because hopefully if you find the right ones, you have the proven experience. They used to not even think about that, but all the economics have become more and more focused. We can't hire someone who doesn't know the stuff. There are a lot of people who have the skills, but can't find the starting positions to begin their career.
- Kevin: We may want to continue the conversation. If you are interested, please send an email to Pam or Tonya, we will put together a little email group. This is a draft of what it's going to look like. Or there are changes on the EFM website, what do you think of that? We would like to keep the conversation going, because it will help you, and help CSCF. And it will help the community.