



## Community Engagement Meeting

Tuesday, March 18, 2014

3:00 p.m. – 4:30 p.m.

Knob Hill Group

1030 North Orange Ave., Suite 200/2<sup>nd</sup> Floor, Orlando, FL 32801

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

### Strategic Goals developed by the Board:

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

## AGENDA

Welcome & Chair's Remarks .....Kevin Shaughnessy

- Roll Call/Establishment of Quorum
- Public Comment

Approval of Minutes from Previous Meeting (1/14/14)

### Information/Discussion Items

1. Update on Re-Branding
2. Ambassador Program Recommendations
3. Measures of Engagement – discussion on event participation metrics
4. Recognition events – businesses, job seekers, community partners
5. Adjournment

### Upcoming Community Engagement Committee Meetings

- Date: TBD / 3:00pm at Knob Hill Companies, 1030 N. Orange Ave. 2<sup>nd</sup> Floor, Orlando 32801

**DRAFT**

**Community Engagement Committee Meeting**

**Knob Hill Group  
1030 North Orange Ave., Suite 200  
Orlando, FL 32801  
Tuesday, January 14, 2014  
3:00 p.m.**

**MINUTES**

**MEMBERS PRESENT:** Kevin Shaughnessy, Diana Bolivar, Sara Brady, Robert Brown (via phone), Roger Pynn, Wayne Weinberg and Amy Wise

**MEMBERS ABSENT:** Rick Walsh

**STAFF PRESENT:** Pam Nabors, Kevin Neal, Tonya Elliott-Moore, Jason Lietz and Kaz Kasal

**GUESTS PRESENT:** Lorri Shaban, TW Squared

**WELCOME & CHAIR'S REMARKS**

Mr. Shaughnessy called the meeting to order at 3:05pm and welcomed those in attendance.

- Roll Call/Establishment of Quorum:  
Ms. Kasal commenced with roll call and established a quorum present.
- Public Comment:  
None Offered.

**APPROVAL OF MINUTES FROM PREVIOUS MEETING (11/19/13)**

Mr. Brown made a motion to approve the minutes from the 10/1/13. Ms. Bolivar seconded motion passed.

**INFORMATION/DISCUSSION ITEMS**

**1. Community Engagement Committee Support of CareerSource Central Florida Strategic Goals**

Ms. Nabors stated that the goals as listed on the agenda were identified from the Board Retreat which occurred on 10/10/13. Ms. Brandon, the Board Chair, asked that each committee discuss how it can support/align these goals with the Committee's goals. Mr. Brown commented that the goal of CareerSource Central Florida becoming more business focused has a dual meaning: focusing on the services we provide to businesses and running the organization in a business-like manner. Pam replied that the dual focus is part of the rebranding by looking at operations through a business lens and getting job seekers to meet businesses' needs.

**Ms. Bolivar made a motion to approve Community Engagement Committee's charter and bring forward to the board for their review and approval. Mr. Pynn seconded, motion passed.**

**2. Ambassador Program**

Ms. Bolivar provided a handout of the “Ambassador Program Guidelines” of Hispanic Chamber of Commerce of Metro Orlando. Their program consists of volunteers who are official representatives of their chamber and attend events in the community. There is a vetting and interview process - candidates for Ambassador Program are evaluated based on experience, involvement as a chamber member, in good standing and passion for the vision/mission. Ms. Bolivar emphasized the importance of structure for this program. When she began overseeing the program a few years ago, there was sporadic participation and no structure/guidance. By taking small steps of improvement, they now track attendance and incentivize through recognition awards. Ms. Nabors commented that some CareerSource Central Florida staff could be designated as ambassadors and there could be a recognition program. Ms. Bolivar indicated that another option could be to form an employment resource group that attends community events. Ms. Bolivar added that a staff person could be assigned Community Engagement Coordinator to coordinate/track events that CareerSource Central Florida should attend and coordinate the outreach efforts. Ms. Nabors indicated that Brevard Workforce does this and she will be meeting with the Brevard coordinator to discuss their outreach processes. Mr. Shaughnessy asked staff to further research/analyze the options, see how this fits with the rebranding rollout and provide recommendations to the Committee at the next meeting.

Mr. Pynn suggested that CareerSource Central Florida get SHRM involved as ambassadors.

**3. Update on CareerSource Central Florida – Rebranding Rollout**

Ms. Shaban greeted the Committee and provided a Powerpoint presentation entitled “CareerSource Florida Statewide Brand Launch.” Ms. Shaban reviewed the new unified statewide brand “CareerSource Florida” which represents Florida’s workforce system and the local brand “CareerSource Central Florida.” Official brand launch will occur in February 2014. The new branding enforces that we are a unified statewide system with broad resources across regions. This alignment will make us stronger, more competitive and more efficient. Florida is the first state in the nation to achieve this level of alignment. After further review and discussion, Mr. Shaughnessy thanked Ms. Shaban for her presentation. Ms. Elliott-Moore added that the enculturation training is currently being provided to the staff. Once the State posts the training video online, Ms. Elliott will forward the link via email to this committee and board.

**4. Measures of Engagement – update on event participation metrics**

Ms. Nabors stated at the last meeting the Committee asked for further information on how CareerSource Central Florida measures its effectiveness from outreach events. Ms. Elliott-Moore reviewed the handout entitled “Proposed Community Engagement Metrics” which shows a breakdown of the three categories of event types: community awareness, job seeker and employer, as well as the purpose/message, strategies and potential metrics per category. The Committee discussed and concurred that priorities and parameters need to be set-up when determining what events CareerSource Central Florida should participate in - filters need to be created, especially with the community awareness events and there should be more focus on employer events. It is important to make sure events are mission-driven and there is a return on investment - Mr. Pynn and Ms. Brady offered to provide samples/support in forming criteria. Mr. Shaughnessy advised it will be necessary to get the template and process in place first before determining the metrics. Mr. Pynn asked staff to

continue to remain flexible and dynamic – do not wait for Committee's decision. Ms. Brady commented that the ambassador component will help decide where ambassadors go to events – this option can be a creative way to support events if there are no resources. With regard to participants in internship programs, Mr. Shaughnessy stated that in addition to the federal metric of an employee being on the job for six months, to add a regional metric that if the employee is still on the job after 12 months that employer is recognized/awarded for that employee retention – this can be part of an ongoing engagement strategy.

**5. Adjournment**

Mr. Shaughnessy thanked those that attended today's meeting. He asked Ms. Kasal to send out a survey to Committee to poll for meetings dates in March 2014.

There being no other business, the meeting was adjourned at 4:40 p.m.

Respectfully submitted,

Kaz Kasal  
Sr. Administrative Assistant

# DRAFT

## CareerSource Central Florida Ambassador Program Reveal the “best kept secret”

The CareerSource Central Florida Ambassador Program seeks to grow the organization’s reputation and improve its image throughout the region by unveiling the best kept secret in Central Florida. The CareerSource Central Florida Ambassador program plays a critical role in continuing to maintain and build the organization’s perception throughout our community. Ambassadors are called on to educate colleagues, peers, community partners, and constituents about the powerful role the Regional Workforce Board plays in our community. Ambassadors are committed to the mission of pronouncing and promoting the value of workforce services and partnerships.

### **Role of the CareerSource Central Florida Ambassador**

#### Ambassadors enhance organization awareness by:

- Communicating CareerSource Central Florida messages to peers and other key leaders
- Understanding the organization’s mission
- Coordinating Regional Partnership opportunities
- Helping grow the number of employers exploring workforce services
- Increasing outreach opportunities to benefit the organization
- Working to improve coordination between the organization, regional partners, and the community
- Motivating others to utilize workforce services
- Supporting and connecting CareerSource Central Florida with regional partner organizations, community service organizations, businesses and key leaders throughout the Central Florida community.

#### Ambassador’s support connections by:

- Placing outreach calls to peers regarding CareerSource Central Florida services
- Attending widely-held community events to share details about the organization
- Making CareerSource Central Florida a social dinner table conversation
- Promoting CareerSource Central Florida to less active employers
- Promoting CareerSource Central Florida to prospective employers
- Presenting CareerSource Central Florida Organization Elevator Speech to peer organizations and associations
- Introducing Employ Florida Market Place to peer business contacts
- Introducing Central Florida talent to CareerSource Central Florida

### **Who Can Be An Ambassador?**

- CareerSource Central Florida Board of Directors
- CareerSource Central Florida Committee Members
- CareerSource Central Florida Executive Team Members
- Members of the local EDCs, Chambers, civic organizations, and local governments

- Employers who have utilized our services and are passionate about our role
- CareerSource Central Florida Success Story Customers

### **Year One Roll-Out:**

#### Who should be Ambassadors the first year?

- All Community Engagement Committee Members
- Five Members of the Board of Directors (one representing each county)
- Seven CareerSource Central Florida Employees (one from each Career Center and one from Administration)

#### How will the program work?

Each Ambassador will make connections and contacts and provide details to Larry Krause, program coordinator, at [LKrause@careersourcecf.com](mailto:LKrause@careersourcecf.com). Communications will track the Ambassador Outreach efforts. A quarterly conference call for Ambassadors will be established to discuss outreach efforts and actions for each quarter. This data will then be compared and cross-referenced in EFM to see if businesses that Ambassadors connected with are in the system or talent that was directed our way is in the system and found work. Ambassadors will serve for one year.

#### **Metrics:**

- Measure awareness through survey – re-measure 12 months after program commencement
- Workload Measures
  - # of Ambassador connections made quarterly
  - # of Ambassador connections in EFM
  - # of Ambassador connections utilizing services
  - # of placements occurring at employer ambassador connections
- Effectiveness Measures
  - % of Ambassador connections in EFM quarterly
  - % of Ambassador connections utilizing a service
  - % of placements directly correlated to the Ambassador program
- Efficiency Measures
  - # of Ambassador connections registered in the system within 15 days of connection
  - # of employers utilizing a workforce service within 30 days of Ambassador connection

#### **Reward for Ambassador Excellence**

- Ambassador with the overall best performance in the above metrics will be named the Annual Ambassador of the Year at annual awards program

**Elevator Speech Messaging:**

In Passing	<ul style="list-style-type: none"> <li>▪ CareerSource Central Florida is dedicated to placing job seekers in employment; finding talent for Central Florida employers</li> <li>▪ Your partner for all workforce issues</li> </ul>
2 <sup>nd</sup> Floor	<ul style="list-style-type: none"> <li>▪ The link matching current &amp; future available workforce resources with marketplace employment needs.</li> <li>▪ Helps the local economy by finding ways to help people find jobs while keeping up with changing workforce needs.</li> </ul>
12 <sup>th</sup> Floor	<ul style="list-style-type: none"> <li>▪ Training for youth entering the workforce, re-training for dislocated/underemployed workers, and help for employers to find the employees they need.</li> <li>▪ Offers workforce development, training and placement to employees and employers and collaborates with the public and private sector to meet ongoing workforce needs.</li> </ul>
22 <sup>nd</sup> Floor	<p>Add to any of the above:</p> <ul style="list-style-type: none"> <li>▪ Provides services to five counties in Central Florida</li> <li>▪ 600+ Workforce Investment Boards in the country, 24 in Florida (government and non-profit)</li> <li>▪ A result of the Workforce Investment Act of 1998, establishing volunteer, business majority boards to make workforce development decisions for their regional labor markets.</li> </ul>
32 <sup>nd</sup> Floor and +	<ul style="list-style-type: none"> <li>▪ A regional workforce investment board serving five counties in Central Florida. The board coordinates comprehensive programs for job seekers and employers. Its mission is to leverage public and private resources to produce skilled workers for a competitive regional economy.</li> <li>▪ Promotes and invests in youth and future workforce solutions. Identifies and supports the development of sustainable career paths for adult workers and assists employers in growing and emerging industries, helping business grow and remain competitive.</li> </ul>

## **DRAFT**

***CareerSource Central Florida is dedicated to putting Central Florida residents to work, and finding and developing talent to help Central Florida businesses stay competitive. Our organization is dedicated to engaging in community activities that support the mission of the organization. We are continuously seeking opportunities to partner with other organizations/companies whose goals align with our mission of preparing and strengthening Central Florida's workforce. As a non-profit, we offer all of our services at no-cost and participate in community events to broaden the understanding of our organization and connect individuals and businesses with our services.***

***If you are interested in having CareerSource Central Florida attend your upcoming event at no-cost, please complete the interest form below.***

### **Principles**

1. **Purpose Driven** – Activities align with our organization's mission
2. **Accountable** – Activities are transparent and use public funds in ways that support the mission
3. **Customer Focus** – Activities are inclusive of the diverse population the organization serves. We strive to provide the highest level of professional customer service.
4. **Results Oriented** – Activities are tracked and evaluated to generate information to improve future planning and decision making
5. **Collaborate**– Actively seek out partnerships to increase the organizations effectiveness and build our reputation as the region's key workforce development agency
6. **Flexible and Responsive** – Ability to adapt to the changing economy and emerging business trends to meet the needs of those we serve

### **The Core Objectives:**

1. Ensure the community is aware of the new CareerSource Central Florida brand.
2. Increase the awareness and participation in the programs and services CareerSource Central Florida provides businesses and job seekers
3. Support the economic and workforce needs of our five-county region.
4. Develop advocates that can help spread the "story" of CareerSource Central Florida and our organizations contributions to our community.
5. Support and enhance special initiatives in accordance with the organization's mission and principles.
6. Foster community cohesion and build partnerships to develop innovative solutions to social and economic issues.
7. Improve the overall quality of life for job seekers and economic growth of businesses through the promotion of employment opportunities, workforce programs and business support services.
8. Act as good stewards of public funds and ensure that resources are used efficiently and effectively



**Objectives: [Job Seeker]**

- Register job seekers in Employ Florida Marketplace
- Collect contact information to engage and encourage future participation with CareerSource Central Florida
- Boost enrollment in programs, specifically those tied to funding and grant objectives
- Record documentable services to those already registered with our organization
- Set one-on-one appointments with career coaches to offer intensive job search services
- Increase the participation from our veteran community and expose them to our veterans support team
- Provide specific assistance to individuals facing substantial barriers
- Increase traffic on CareerSource Central Florida's website
- Drive traffic to local offices
- Provide access to services to those that are not in close proximity to a CareerSource Central Florida office
- Provide personal interaction with job seekers to help provide an understanding of all that our organization can offer.
- Grow our following on our social media channels
- Increase visibility and reputation of the CareerSource Central Florida brand
- Foster relationships with other community based organizations in an effort to establish an information network that will serve as a workforce backbone for those seeking employment and assistive services.
- Reinforce CareerSource Central Florida's role as a workforce development leader in Central Florida

**Objectives: [Employer]**

- Register new businesses
- Collect contact information to engage and encourage future participation with CareerSource Central Florida
- Explain the benefits and provide assistance in posting job openings in Employ Florida Marketplace
- Promote the services and benefits of business services programs
- Establish CareerSource Central Florida as a valuable economic development partner
- Provide direct access to job seekers to assist with recruitment efforts
- Build relationships with key stakeholders to develop a network of professionals that can share the mission and services of CareerSource Central Florida
- Describe the recruitment services CareerSource Central Florida offers
- Offer learning and development opportunities
- Develop and foster relationships that are tied to CareerSource Central Florida's mission
- Increase the business penetration rate
- Demonstrate CareerSource Central Florida's commitment to being business driven
- Create contacts to open doors to new businesses

**Quantitative Evaluation:**

- Number who signed-in
- Number who registered
- Number who scheduled an appointment
- Number who completed an interest form for a specific program
- Number who received a documentable service at the event
- Number of attendees at the event
- Number of businesses/organizations at the event
- Number of pieces of outreach literature disseminated
- Number of businesses registered
- Number of business contacts acquired
- Number of new businesses that received a service
- Number of interactions with business/organizations
- Number who attended educational events
- Cost for the event
- Amount of lost time for the event
- Number of Job Orders entered

**Qualitative Evaluation:**

**Did attending the event help:**

- Improve CareerSource Central Florida’s reputation as a leader in workforce development?
- Build CareerSource Central Florida’s network by developing relationships with other organizations or businesses?
- Create relationships with key stakeholders that will help tell the CareerSource Central Florida story?
- Reinforce the organization’s commitment to actively engaging the community
- Provide specific assistance to individuals facing substantial barriers?
- Demonstrate our commitment to being business focused?
- Establish CareerSource Central Florida’s reputation as a key economic development resource?
- Educate job seekers/businesses on the variety of services our organization provides?

**Logic Planning Model for CareerSource Central Florida hosted events**

Inputs		Outputs		Outcomes			Variables
What are the desired outcomes?	What will our organization invest?	What will be done at the event?	What will be accomplished at the event?	What are the short term goals?	What are the mid-term goals?	What are the long term goals?	What, if any, are impacting variables?

**Going through this process will help in establishing a ROI for the events we host.**

# DRAFT

## Recognition Awards Program Conversation Starter

### Discussion:

#### **Types of events**

- Breakfast/Brunch – combined with joint consortium/ board meeting in June – held annually thereafter
- Lunch – combined with joint consortium/ board meeting in June – held annually thereafter
- Annual awards dinner – held each year in December

\* these requires sponsorship

#### **Types of Awards**

- **Leadership Award**
  - Extraordinary commitment and generosity of time and expertise enable the CareerSource Central Florida to fulfill its mission
- **Ambassador of the year award**
  - Recognizes the ambassador that excels in the program performance metrics
- **Board Member service recognition awards**
  - Previous chair, board members concluding service, etc.
- **Distinguished Service Award**
  - Recognizes individual Members who have provided extraordinary service to CareerSource Central Florida – awarded to up to 3 board members each year
- **Chair's Award**
- **CareerSource Central Florida Business of the Year Award/ Employer Recognition Award**
- **Creative Partnerships award**

**Attachment I**  
**Grant Allowability for Purchases of Outreach/Informational Items**

<b>Program Title</b>	<b>Allowable to Purchase Informational Items?</b>
Supplemental Nutrition Assistance Program	No
Wagner Peyser Employment Services	Yes
Unemployment Insurance (UI)	No
Reemployment and Eligibility Assessments	No
Trade Adjustment Assistance	No
WIA Formula awards (Adult, Dislocated Worker and Youth)	Yes
WIA State Level	Yes, Note 1
Disabled Veterans' Outreach Program (DVOP)	No
Local Veterans' Employment Representative Program (LVER)	No
Veteran's Incentive Awards	Yes
Welfare Transition	No
Other grant awards	Note 2

**Notes:**

- (1) Allowable, unless restricted due to special terms in the NFA.
- (2) Depends on the specific grant requirements. Contact the Grant Manager listed on the NFA with any questions.

**Attachment II**  
**Examples of allowable and unallowable Outreach/Informational Items**

<b>Item of Cost (includes tag line)</b>	<b>Purpose/Use</b>	<b>Allowable (Y/N)</b>	<b>Prior Approval Required</b>	<b>Notes/Comments</b>
Portfolios/Folders	Distribution to job seekers to assist them in seeking employment	Y	If the aggregate cost exceeds \$5,000 (see note below)	Portfolios purchased for distribution to job seekers should include information on available workforce services (brochures, pamphlets, etc.).
Pens and Pencils	Distribution to job seekers and participants to assist them seek jobs and participate in program services. Distribution to businesses and community partners to remind them of services available through the RWB	Y	If the aggregate cost exceeds \$5,000 (see note below)	None.
Flash Drives that include pre-loaded information about available services.	Distribution to job seekers and participants to assist them seek jobs and participate in program services. Distribution to businesses and community partners to remind them of services available through the RWB.	Y	If the aggregate cost exceeds \$5,000 (see note below)	Flash drives should contain pre-loaded information (PowerPoint, etc) that provide information on available workforce services.
Coffee cups/beverage containers	Distribution to businesses and community partners to engage and remind them of services available through the RWB	Y	If the aggregate cost exceeds \$5,000 (see note below)	This information item is only allowable when limited to employers targeted for recruitment and community partners that work with the regional board.
Tote Bags	Distribution to job seekers at job fairs and community events	Y	If the aggregate cost exceeds \$5,000 (see note below)	Tote Bags and other similar item purchased for distribution to job seekers should include information on available workforce services (brochures, pamphlets, etc.).
Balloons	Distribution to the general public at job fairs or community events	N	N/A	Promotional items intended to distribute to the general public as a "give away" are not allowable.
Hairbrush and other personal items	Distribution as a marketing item to the general public or job seekers	N	N/A	Promotional items intended to distribute to the general public as a "give away" are not allowable.
Umbrellas	Distribution to businesses and community partners to engage and remind them of services available through the RWB	N	N/A	Although the item may be distributed to only businesses targeted for recruitment the item is determined to have limited value/benefit and has a high cost per item for that limited benefit.

**Note:** Prior approval is required for any purchases (in total for the program year) of allowable outreach/informational items in excess of \$5,000.

### Attachment III Outreach/Informational Items Decision Tree

