

## Community Engagement Committee Meeting

Knob Hill Group  
1030 North Orange Ave., Suite 200  
Orlando, FL 32801  
Tuesday, January 13, 2015  
3:00 p.m.

### MINUTES

**MEMBERS PRESENT:** Kevin Shaughnessy, Robert Brown, Roger Pynn, Jody Sweet and Amy Wise  
**MEMBERS ABSENT:** Diana Bolivar, Sara Brady, Sheri Olson, Rick Walsh and Wayne Weinberg  
**STAFF PRESENT:** Mimi Coenen, Tonya Elliott-Moore and Kaz Kasal

#### WELCOME & CHAIR'S REMARKS

Mr. Shaughnessy called the meeting to order at 3:02 pm and welcomed those in attendance.

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

#### APPROVAL OF MINUTES FROM PREVIOUS MEETING (11/18/14)

Mr. Shaughnessy noted the following corrections to be made: page 2/paragraph 2 - add the word "the" before the word "Consortium" in the first sentence; page 2/paragraph 4 - revise the word "our" to "is" in the first sentence; page 3/paragraph 1 - revise to capital "C" for Committee in the second sentence.

**Mr. Shaughnessy made a motion to approve the minutes to include the above noted changes from the 11/18/14 Community Engagement Committee minutes. Mr. Brown seconded; motion passed.**

#### INFORMATION/DISCUSSION ITEMS

##### **1. Quarterly Snapshot Report Update**

Ms. Elliott-Moore stated that staff researched several models of comprehensive quarterly reports from publicly-funded organizations. Based on this research, staff drafted a "Quarterly Snapshot Report," which consists of fiscal analysis, performance metrics, outreach activities and county-by-county data, all in one comprehensive document. Ms. Elliott-Moore referenced the outreach piece of the draft report in today's meeting packet for the committee's review and input. The committee suggested the report be simplified for use by the Board and committees. Ms. Sweet suggested the use of pie charts to display information such as number of events occurred/by county, numbers touched, in an easily readable format. She also suggested highlighting some major successes. The committee concurred and Ms. Wise clarified that it appeared to be important to show quarter by quarter progress. Mr. Shaughnessy noted that the first quarter event data exceeded the 90 event per

quarter established at the previous community engagement committee meeting. Ms. Elliott-Moore indicated that this new event level metric should be more reflective in the 2<sup>nd</sup> and 3<sup>rd</sup> quarters of the year.

**2. Update on UCF School of Business Graduate Study**

Ms. Elliott-Moore stated that staff met Ms. Ze Wang, Assistant Professor with the School of Business at the University of Central Florida (UCF). Over the next few months, Ms. Wang's class will be conducting a research study to ascertain details of the business community's knowledge of CareerSource Central Florida and determine the needs of our primary employer customers. Ms. Elliott-Moore provided information on the deliverables and timeline of this research study - the sample size will be up to 800 businesses and cover all five counties. The goal is to deliver programs and services that the business community finds valuable for their employment and training needs. Ms. Wise requested that the research study pool also include employers not currently engaged in CareerSource Central Florida services.

**3. Update on CareerSource Central Florida's Economic Development Partnerships**

Ms. Coenen referenced the document, entitled "Economic Development Update," and reviewed Ms. Nabors' active involvement in the economic development community to include Ms. Nabors' memberships on: the Metro Orlando EDC's Regional Economic Development (RED) Team, Florida High Tech Corridor, and Seminole Economic Development & Education Network. Ms. Coenen also provided updates on CareerSource Central Florida's accomplishments and services provided in partnership with the various regional economic development agencies across all five counties.

**4. Review of Draft Event Protocol One-Pager**

Ms. Elliott-Moore referenced the one-page document, entitled "Event Participation Process," which explains the steps/process for determining in which events CareerSource Central Florida will participate. Ms. Coenen stated that Mr. Lietz and the Mobile Unit team have been moved from Communications to the Operations Department, as their activities are more tactical/operational. The committee reviewed and discussed the four event levels (workforce backbone, business partner, community asset, and brand awareness). Mr. Shaughnessy stated that CareerSource Central Florida should participate in events that generate the most jobs. Ms. Sweet suggested targeting events that build a workforce in areas identified in the Talent Gap Survey and in-demand industries.

**5. Solicitations Update**

Ms. Elliott-Moore provided the following update on solicitations:

- a. Graphics Design – the review committee recommended awarding the work to brandt ronat + co.
- b. Web, Intranet & Social Media – received only two proposals. Due to the low response as well as recently receiving new information regarding the State's accessibility requirements, staff plans to revise the RFQ and repost it to reflect the State's accessibility requirements. Additionally, proposers will be allowed to bid on the different pieces (web, intranet, or social media) vs. being required to bid on all three, since some bidders may only specialize in one area. The RFQ should be released later this month and the work be awarded in February. Mr. Pynn stated he would work with the team on places to distribute the RFQ.

Mr. Shaughnessy asked the committee for any further issues/ideas they would like to discuss regarding outreach. Mr. Brown stated that the management teams of CareerSource Central Florida and Heart of Florida United Way met to collaborate on "Mission United" to increase veteran outreach and provide a centralized database of services: veterans can call 211 for all services, and they can provide case management for difficult cases. Kickoff is targeted for the end of the first quarter.

**6. Adjournment**

Mr. Shaughnessy stated we are moving in the right direction. Staff needs to focus on cutting the number of events and increasing quality. Mr. Shaughnessy thanked those that attended today's meeting.

There being no other business, the meeting was adjourned at 3:45 p.m.

Respectfully submitted,

Kaz Kasal  
Administrative Supervisor