

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, 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