

Community Engagement Committee Meeting

Workforce Central Florida
707 Mendham Blvd., Suite 250
Orlando, FL 32825
Tuesday, October 1, 2013
3:00 p.m.

MINUTES

MEMBERS PRESENT: Kevin Shaughnessy (Committee Chair), Diana Bolivar, Sara Brady, Robert Brown, Roger Pynn, and Rick Walsh

MEMBERS ABSENT: Diana LaRue

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

1. INTRODUCTIONS OF COMMITTEE AND WCF STAFF

Mr. Shaughnessy called the meeting to order at 3:05pm and introductions were made.

Establishment of Quorum

Ms. Kasal reported that there was a quorum present.

Public Comment

None Offered.

2. CHARTER/PURPOSE OF THE COMMUNITY ENGAGEMENT COMMITTEE

Mr. Shaughnessy stated that the most important matter at this first meeting is to determine the charter/purpose of this committee. Mr. Shaughnessy then asked Ms. Nabors for an update on other community engagement committees within the Florida Workforce system. Ms. Nabors indicated that some regional workforce boards in Florida had established marketing committees, but this was the only community outreach and engagement committee currently established.

Mr. Shaughnessy then asked each member to express what community engagement meant to them.

Mr. Walsh stressed that it is important not to forget that Workforce Central Florida (WCF) is here for the community and being good stewards will ensure that WCF continues to be an asset to the community. It is important to set up a platform beyond traditional methods of outreach, to keep the community leaders engaged. Placing an advertisement in the paper is not nearly as effective as having third party endorsers who would be WCF's advocates/ambassadors. These third party endorsers would consist of people who have used WCF's products and services, as well as board members outreaching with consistent, key messaging as well as key community leaders. This type of outreach should be done routinely, not reactively to respond to emergencies or crisis.

Mr. Brown concurred with Mr. Walsh, adding that if we do not follow a platform such as described by

Mr. Walsh, then we allow the media to set the agenda. Part of the key messaging should include what great work has been done and that this organization is different from the past.

Ms. Bolivar stated that it is important to change the community's outlook of WCF; we need to believe in the message and "walk the talk" so we can effectively communicate all the good work WCF does. WCF is still the best kept secret – there needs to be more outreach, and she recommended conducting tours of our career centers, attending events with various area chambers and partnering with other community service organizations on radio spots and newsletters. WCF needs a viable seat at the table of the many community organizations we partner with.

Ms. Brady stated that WCF should shift to direct messaging and use story telling as a format to get the word out about who WCF is; there are many other nontraditional media vehicles we can use for outreach.

Mr. Shaughnessy commented that WCF should become a known leader in something – this would add value and raise the profile of this organization. For instance, WCF could be known as the clearinghouse for all job-related matters – this is a good fit since this organization works with other stakeholders in the community such as community service agencies, local government, non-profit organizations and businesses. Being friends with organizations and getting on their email lists, social media accounts will help to enhance communications and strengthen our outreach. Mr. Walsh added that WCF needs to be proactive and be a permanent part of stakeholders' communication templates; we need to define who we are to avoid being defined by others – the community needs to view us as supporters of job creation, a provider of assistance to companies relocating to the area, and as a "best talent" provider in Central Florida, instead of being viewed as a "temporary labor pool." Ms. Bolivar commented that WCF needs to focus more on job fairs for professionals and continue to share community success stories with the public. She also suggested we create a volunteer ambassador program – the ambassadors would be WCF proponents and represent WCF at community events. Mr. Pynn commented that this organization provides so much to the community and concurred with the idea of having ambassadors who would advocate our messages.

3. BRIEF SUMMARY AND EXPLANATION OF THE RELATIONSHIP BETWEEN WCF, DEO AND THE DOL

Ms. Nabors reviewed the chart in the meeting packet entitled "Federal, State & Local Workforce System Governance" and provided an overview of the structure of the workforce system, the types of federal funds and the flow/appropriation of these funds. Ms. Nabors also discussed how WCF is regionally rebranding to CareerSource Central Florida, which is part of the statewide branding of CareerSource Florida.

Ms. Nabors stated that at last week's Board Meeting Mr. Katheder challenged the board to think about fund diversification. WCF is a 501(c)3 and this means that additional revenue can be received and used from other sources. Mr. Walsh commented that receiving funds from alternate sources can benefit the organization long term and allow some flexibility in spending.

4. SHORT-TERM GOALS

Based on committee discussion and input, Mr. Shaughnessy established short-term goals for discussion at the next meeting:

- Staff to provide current outreach activities

- Staff to provide fact sheet with metrics
- Staff to provide copy of annual report
- Staff to provide current community leaders/partnerships in the five-county area
- Staff to provide minutes from this meeting
- Discuss committee charter and make any needed revisions

5. LONG-TERM GOALS

Based on committee discussion and input, Mr. Shaughnessy established the following long-term goals:

- Community becomes more engaged with WCF
- Reach out to other media outlets, including social media
- Establish an ambassador program

6. BRIEF SUMMARY OF FLORIDA'S PUBLIC RECORDS LAW AND SUNSHINE ACT

Mr. Shaughnessy referred to the Powerpoint handout in the meeting packet entitled: "Government in the Sunshine – Public Records, Financial Disclosure, Ethics, Gift" – he asked the committee to read this handout and stressed the importance that board members comply accordingly. He directed committee members to contact Ms. Nabors or the staff liaison if they had questions regarding this topic.

7. FUTURE MEETINGS

Mr. Shaughnessy asked staff to send out a survey to committee for date options for the next three committee meetings that will be held in November, December and January.

8. ADJOURNMENT

Mr. Shaughnessy thanked those that attended today's meeting.

There being no other business, the meeting was adjourned at 4:30 p.m.

Respectfully submitted,

Kaz Kasal
Sr. Administrative Assistant