

Community Engagement Committee Meeting

Workforce Central Florida
707 Mendham Blvd., Suite 250
Orlando, FL 32825
Tuesday, November 19, 2013
3:00 p.m.

MINUTES

MEMBERS PRESENT: Kevin Shaughnessy, Sara Brady, Robert Brown (via phone), and Amy Wise

MEMBERS ABSENT: Diana Bolivar, Roger Pynn and Rick Walsh

STAFF PRESENT: Pam Nabors, Kevin Neal, Tonya Elliott-Moore, Jason Lietz and Kaz Kasal (via phone)

WELCOME & CHAIR'S REMARKS

Mr. Shaughnessy called the meeting to order at 3:00pm and welcomed those in attendance.

- Roll Call/Establishment of Quorum:
Ms. Elliott-Moore commenced with roll call. Mr. Shaughnessy established a quorum present.
- Public Comment:
None Offered.

APPROVAL OF MINUTES FROM PREVIOUS MEETING (10/1/13)

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

INFORMATION/DISCUSSION ITEMS

1. Refining Committee's Charter

Mr. Shaughnessy referred to the committee's charter in the meeting packet and stated that he worked with staff to put together a draft charter. The new brand name of "CareerSource Central Florida" is reflected within this document since the brand changeover is only a few months away. Mr. Shaughnessy asked the committee for their input. Mr. Brown felt the draft was good and commented that this document will evolve as the committee grows and moves forward. Ms. Wise commented that the draft looks strong, and included the appropriate marketing and public relations tactics. Mr. Shaughnessy stated he will submit this draft to both Executive Committee and to the Board in December 2014 for review and approval.

Mr. Brown made a motion to bring forward to the executive committee and to the board the Community Engagement Committee's charter, for their review and approval. Ms. Brady seconded, motion passed.

2. Presentation of Current Outreach Activities

Ms. Elliott-Moore and Mr. Lietz provided a PowerPoint presentation reviewing current outreach activities. Ms. Elliott-Moore reviewed the Communication program year budget, and discussed the organizations current public affairs plan at the Federal, State, and Local levels. She also covered current community relations activities with key leaders and regional chambers. She then introduced Mr. Jason Lietz, Public Information and Outreach Manager to discuss, community events, mobile unit activities, website and social media strategies and results. Mr. Lietz stated that WCF participated in 110 events, from 7/1/13 to present, with an average of 27 events per month. Mr. Shaughnessy asked if staff have evaluated WCF's effectiveness at these events to determine which events had more successful outreach. Mr. Lietz replied that per Ms. Nabors and Ms. Elliott-Moore's direction, touch point numbers are being tracked with the goal to 1) increase number of applications/placements and 2) if in system able to capture services that are provided 180 days out. Mr. Shaughnessy stated that results should be the focus and the services provided should keep moving towards job placement. Mr. Brown stated at their organization they determine when to send out staff vs. when to send just information based on the number of people that are projected to attend the event. Mr. Lietz replied WCF does this as well. Ms. Wise asked if there is a cost involved to attend events. Mr. Lietz replied that all community events attended are at no cost, and with regard to job fair events as WCF negotiates to get the fee waived. Ms. Elliott-Moore emphasized that there are O&M costs associated with event participation such as staffing resources. Mr. Lietz reported that there is more outreach in Lake, Sumter and parts of Osceola counties than has occurred in the past. The mobile units are very advantageous in areas where there are transportation and/or access to technology issues. Working with DCF, there has been more focus to help hard-to-serve populations such as homeless, ex-offenders. Also with the mobile unit outreach, WCF is integrating cross-departmental services to make the program more efficient and effective for participants. Ms. Elliott-Moore added that one key change to the mobile unit program is assessing the participants' skill levels and referring them to other WCF services as needed. Mr. Lietz also provided an overview of website and social media activities - 62,000 monthly visits to WCF website and a steady increase with social media.

Ms. Elliott-Moore provided an overview on media relations. All stories covered, except one, were either positive or neutral. The committee viewed a Channel 9 news clip where Bianca Castro reported on Project Connect and highlighted how "WCF was doing everything they could to help." Mr. Brown commented that there seems to be a lot of good proactive media activities occurring. Ms. Elliott-Moore also reviewed internal communications - based on feedback from an employee engagement survey, employees are asking for more communication which resulted in establishment of communications outreach committee, bi-weekly email blasts to all staff, and senior staff rotating out to career centers to receive input. Ms. Elliott-Moore commented that WCF was making an effort to ensure the communications going out to team members was valuable to them so they would be eager to read it. Mr. Shaughnessy commented that this should be a two-way communication tactic.

3. Current Community Partnerships

Ms. Nabors reviewed a sampling of some of WCF's key partnerships. During her first year, she spent the majority of her time visiting board members, local elected officials and key partnership organizations. Many organizations WCF is partnering with are regional, however, there are areas in Lake, Sumter and parts of Osceola areas of the regional with limited access to a physical career center. MOUs are entered into to establish a formal commitment between both parties and to

establish firm deliverables from both entities. These outreach activities are being logged and catalogued in a working matrix to track and provide follow-up triggers with the various stakeholders. Mr. Shaughnessy asked staff to provide a complete list of the names these partnership stakeholders so they could offer any additions.

4. Status Report on CareerSource Florida Implementation

Ms. Elliott-Moore reviewed the funding allocations and timeline for the re-branding. There is a very short turnaround time with brand rollout projected to occur by mid-February 2014.

5. Potential Solicitation for Brand Implementation Plan

Ms. Nabors indicated that the state is encouraging to regional workforce boards to utilize an outside source to help with re-branding. Staff is recommending using \$15,000 of the funds available to procure an outside source to assist with re-branding efforts and State deliverables. The committee concurred that this would be a good idea and to move forward. Ms. Wise recommended coming up with some well-defined and specific deliverables. Mr. Shaughnessy also advised to keep this within \$15,000 and to obtain an outside source soon in order to meet the short turnaround time. Ms. Nabors asked if the committee can keep an open mind for the overall outreach strategy as this gets honed and refined. Also it is a very busy process of continual activity and an outside source can provide a fresh look and review as we move through the branding process. Ms. Brady felt that there would be public relations and marketing firms that would gladly submit a quote to pick up some additional business.

Ms. Brady commented that WCF had a good team in place to move the organizations outreach strategies forward. Ms. Wise concurred.

6. Next Steps

Mr. Shaughnessy indicated for the next meeting (12/10/13) to include the following topics:

- Ambassador Program – a program overview by Diana Boliver
- Update on CareerSource Central Florida re-branding rollout
- Measures of engagement

For the 1/14/14 meeting:

- Communications – how frequent: monthly, quarterly?
- Strategy for messaging after re-brand rollout
- Discussion on preparing the next annual report

Mr. Brown commented that he reviewed the “2012-2013 Annual Report” and liked the pictures, success stories, impact sheets and Mr. Shaughnessy’s message.

7. ADJOURNMENT

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

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There being no other business, the meeting was adjourned at 4:20 p.m.

Respectfully submitted,

Kaz Kasal
Sr. Administrative Assistant