

Community Engagement Committee Meeting

Knob Hill Group
1030 North Orange Ave., Suite 200, Orlando, FL 32801
Tuesday, March 17, 2015
3:00 p.m.

MINUTES

MEMBERS PRESENT: Kevin Shaughnessy, Sara Brady, Robert Brown, Roger Pynn, Jody Sweet, Rick Walsh and Wayne Weinberg

MEMBERS ABSENT: Sheri Olson and Amy Wise

STAFF PRESENT: Pamela Nabors, Robert Quinlan, Suzan Awad and Kaz Kasal

GUESTS PRESENT: Liefke Cox/Orlando EDC,

1. Welcome Chair's Remarks

Ms. Nabors called the meeting to order at 3:04 pm and welcomed those in attendance.

2. Roll Call/Establishment of Quorum

Ms. Kasal commenced with roll call and reported there was a quorum present.

3. Public Comment

None offered.

4. Approval of Minutes

A. 1/13/15 Community Engagement Committee Minutes

Mr. Brown made a motion to approve the minutes from the 1/13/15 Community Engagement Committee Meeting. Mr. Walsh seconded; motion passed.

5. INFORMATION/DISCUSSION ITEMS

A. Economic Development Partnership

1) "Orlando. You don't know the half of it."

Ms. Liefke Cox, Vice President, Investor Relations/Orlando Economic Development Commission, greeted the attendees and provided a Powerpoint overview of the branding effort entitled "Orlando. You don't know the half of it." The committee discussed how Orlando EDC's outreach branding can effectively align with CareerSource Central Florida's message points and asked staff to continue to cultivate alignment, but keep focused on the CSCF's primary objective as business focused/workforce solution.

B. Update on UCF School of Business Graduate Study

Ms. Nabors provided a status update on the research study which the UCF School of Business is conducting to ascertain details of the local businesses' knowledge of CareerSource Central Florida and programs/services they find valuable. To date, graduate students are working in teams outreaching to employers with their developed questionnaires. UCF will present their analysis and findings at the next committee meeting.

C. Website Update

Ms. Awad provided a status update on the RFP for website redesign based upon scope and price. The reviewing committee reviewed four bids received and selected Chatter Buzz. A kick-off meeting is occurring this Friday, 3/20/15 and the website redesign is projected to be complete by or before the new program year begins on 7/1/15. Ms. Awad extended her thanks to Ms. Amy Wise and Mr. Jamie Kruger from Appleton Creative for their valuable support participating on the review committee. Mr. Shaughnessy commended Ms. Wise and Mr. Kruger for their involvement in the website vendor selection.

D. Downtown Move

Mr. Shaughnessy stated that CareerSource Central Florida's administration office will be moving into a smaller space in downtown Orlando next month, which more centrally located to the region CSCF serves and a savings of 1.6M will be realized over the course of the lease. The Committee discussed the process of notifying stakeholders of the move. The Committee Members encouraged staff to outreach to downtown business organizations.

E. Committee Focus under WIOA: Internal - External

The committee discussed key communication considerations. Mr. Shaughnessy asked staff to forward to the Committee two weeks prior to next Committee meeting the following: 1) a draft of the new strategic business plan centered around business engagement and the impact of the new legislation; and 2) a snapshot of the work of the Community Engagement Committee since its inception. The Committee Members commented that the best messaging comes from positive stories that our clients and customers in the business community provide about CareerSource Central Florida's services.

6. Other Business

The Committee discussed how CareerSource Central Florida can play an important role as being a clearing house/point of reference and partnering with organizations.

7. Upcoming Meetings

Mr. Shaughnessy stated the next Community Engagement Committee Meeting will occur on 5/26/15 at 3:00 pm at same location, Knob Hill Group.

8. Adjournment

There being no further business the meeting adjourned at 4:45 p.m.

Respectfully submitted,

Kaz Kasal
Administrative Supervisor