

Community Engagement Committee Meeting

Knob Hill Group
1030 North Orange Ave., Suite 200, Orlando, FL 32801
Tuesday, May 26, 2015
3:00 p.m.

MINUTES

MEMBERS PRESENT: Kevin Shaughnessy, Diana Bolivar, Steven Brooks, Robert Brown, Sheri Olson, Jody Sweet, and Wayne Weinberg

MEMBERS ABSENT: Roger Pynn, Rick Walsh and Amy Wise

STAFF PRESENT: Mimi Coenen, Tonya Elliott-Moore and Kaz Kasal

GUESTS PRESENT: Roy Reid/University of Central Florida

1. Welcome & Chair's Remarks

Mr. Shaughnessy 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. 3/17/15 Community Engagement Committee Minutes

Mr. Brown made a motion to approve the minutes from the 3/17/15 Community Engagement Committee Meeting. Mr. Weinberg seconded; motion passed.

5. INFORMATION/DISCUSSION ITEMS

A. UCF School of Business Survey Results

Mr. Reid, Executive Director with University of Florida (UCF), greeted the Committee and provided a PowerPoint presentation on the results of research study that the UCF School of Business conducted. Mr. Reid reviewed the brand awareness and brand perceptions from the local business community and provided student recommendations. Overall, there was low brand awareness and the top-needed service, particularly from small and medium size businesses, was recruitment in finding the right candidate. Recommendations included expanding marketing efforts to target businesses on social media platforms, strengthening lines of communication, making frequent customer follow-ups and encouraging customers to post reviews online. The Committee concurred that low brand awareness can work in CareerSource Central Florida's favor as an opportunity to shape messaging. Mr. Reid stated online focus groups would be a good follow up to the survey. Mr. Shaughnessy suggested investigating a mobile application as an outreach tool and advised it might be prudent to

present a condensed version of the UCF presentation to the full board at the June meeting.

B. Committee Accomplishments

Mr. Shaughnessy referenced the timeline of Community Engagement Committee's formation, accomplishments and key input/discussion points since its inception in October 2013.

C. Business Engagemewnt Plan (Outreach)

Ms. Coenen introduced the draft "Strategic Business Engagement Plan" and indicated that staff has been working with a consultant develop the plan. Ms. Elliot-Moore indicated that the UCF research data had been provided to the consultant for use in developing the Business Engagement Plan. Ms. Coenen reviewed the elements of the plan to include staff restructuring, creating one cohesive operational structure that interfaces with businesses, builds effective partnerships, utilizes asset-mapping processes to deliver services and products to the customer more effectively. The four target areas of focus are: healthcare, advanced manufacturing, hospitality and construction. Mr. Shaughnessy stated that staff needs to keep thinking ahead; business hiring models will change in 5 - 10 years.

6. Other Business

None offered.

7. Upcoming Meetings

The Committee concurred to have the next meeting on 8/17/15 from 2:30pm to 4:00pm. Mr. Shaughnessy asked Ms. Kasal to send out the calendar invite for this meeting date/time and also provide proposed tentative dates to the Committee for the remainder of next program year.

8. Adjournment

There being no further business the meeting adjourned at 4:15 p.m.

Respectfully submitted,

Kaz Kasal
Administrative Supervisor