

Community Engagement Committee Meeting

Knob Hill Group
1030 North Orange Ave., Suite 200
Orlando, FL 32801
Tuesday, November 18, 2014
3:00 p.m.

MINUTES

MEMBERS PRESENT: Kevin Shaughnessy, Diana Bolivar, Robert Brown, Sheri Olson, and Wayne Weinberg

MEMBERS ABSENT: Sara Brady, Roger Pynn, Jody Sweet, Rick Walsh and Amy Wise

STAFF PRESENT: Pam Nabors, Tonya Elliott-Moore, Jason Lietz, Suzan Awad, Larry Krause and Kaz Kasal

WELCOME & CHAIR'S REMARKS

Ms. Nabors called the meeting to order at 3:07 pm 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 (7/15/14)

Mr. Brown made a motion to approve the minutes from the 7/15/14. Ms. Bolivar seconded motion passed.

INFORMATION/DISCUSSION ITEMS

1. Update on Communications FY 14-15 Goals & Work Plan

Ms. Elliott-Moore presented and referenced the Powerpoint handout in the meeting packet entitled "CareerSource Central Florida FY 2014-2015 Outreach Overview." Ms. Elliott-Moore reviewed CareerSource Central Florida's strategic approach to outreach which involves four key outreach strategy categories: workforce backbone, community asset, business partner and brand awareness. Ms. Elliott-Moore also reviewed outreach activities and numbers for 1st quarter and showed two video clips: one of an interview with WESH 2 News and the other an advertisement targeting youth. Ms. Elliott-Moore introduced Suzan Awad, Senior Manager of Digital Strategy and Operations whose responsibilities include website and social media strategies and Larry Krause, Senior Public Information Liaison, who handles public information and paid outreach.

2. Event Strategy Protocols and Processes – Research Update

Ms. Elliott-Moore stated that staff met with Dean Jarley with UCF to discuss developing Return On

Investment (ROI) strategies for event participation and additionally met with Mr. Roy Reid/UCF to further hone ROI strategies and establish a timeframe; data on this research should be ready by next spring. Mr. Lietz provided a review of his meetings with Disney and Pearson to gain information on their event strategy protocols. Mr. Lietz also provided a review of event strategy recommendation: the target is to bring number of events per quarter from 250 to 90 by effectively quantifying and evaluating each event based organization priorities and assign a level (workforce backbone, business partner, community asset or brand awareness). If the requested event/activity does not meet CareerSource Central Florida's priorities/schedule/available resources, informational materials (vs. staff representation) will be offered to the host organization. Ms. Nabors added that providing staff at 250 events involved staff overtime (some events occurred on weekends) in order to provide quality service.

Mr. Shaughnessy asked staff to provide a one-page handout to the Consortium on a regular basis to keep them current on specific successes in CareerSource Central Florida's outreach activities. Ms. Nabors concurred and stated that staff will also provide a report as part of the overall operations report at the 1/22/15 Joint Meeting of the Consortium and Board.

3. Annual Report

Ms. Nabors added that TW Squared was the selected vendor through a bid process and has been charged to put together this annual report, which a draft was supplied to staff today. Ms. Elliott-Moore provided a review of the annual draft report which consists of the following components: a quote provided by Mr. Chris Hart, President/CEO CareerSource Florida (this will show the local/state collaboration); a message from both the Board Chair and President/CEO; a business services overview and career seeker services overview to include key data points and success stories; a focus on areas of higher level positions to show the employer community that CareerSource Central Florida can also assist with this level/caliber of job seekers as well; local/state branding; board of directors and 13-14 expenditures. Mr. Shaughnessy noted that brand materials page was difficult to see. Mr. Weinberg suggested that the board of directors' titles should also be included. The committee also requested that the funding names include the fund purpose for those that might be unclear to the general public. Ms. Nabors stated that the annual report is sent to business partners and is also posted on the CareerSource Central Florida's website, as well as pushed through social media. Ms. Elliott-Moore indicated that the committees' revision recommendations would be made and that it is anticipated that the annual report should be finalized by end of this month and sent to the printers.

Mr. Shaughnessy asked how staff is engaging with economic development and business sectors. Ms. Nabors replied that she is a member of the Metro Orlando Economic Development Commission's "RED team" which meets regularly. Also CareerSource Central Florida's business team works with different economic development partners throughout all five counties in the region. Ms. Nabors stated she would provide an overview report on CareerSource Central Florida's economic engagement.

4. Enterprise Risk Discussion

Mr. Brown stated that the Governance Committee has met twice and Mr. Walsh provided

documentation on enterprise risk. The Governance Committee concurred with staff's proposal to have CareerSource Central Florida adopt an Enterprise Risk Management (ERM) process and have the Governance Committee serve as the liaison and oversight provider. The Enterprise Risk Committee would consist of senior staff that would do an assessment of risks to the organization and provide a report to the Governance Committee, which will then be included as a part of CareerSource Central Florida's strategic plan. The committee further discussed and concurred that all committees be involved for feedback. Mr. Brown stated today he received from staff a draft operating policy and protocol on the risk assessment process and after review by the Governance Committee would be forwarded to the Board.

5. Adjournment

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

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

Respectfully submitted,

Kaz Kasal
Administrative Supervisor