

Community Engagement Committee Meeting

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

MINUTES

MEMBERS PRESENT: Kevin Shaughnessy, Roger Pynn, Rick Walsh, and Wayne Weinberg

MEMBERS ABSENT: Robert Brown, Diana Bolivar, Sara Brady, and Amy Wise

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

WELCOME & CHAIR'S REMARKS

Mr. Shaughnessy called the meeting to order at 3:05pm 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 (1/14/14)

Mr. Pynn made a motion to approve the minutes from the 1/14/14. Mr. Walsh seconded, motion passed.

INFORMATION/DISCUSSION ITEMS

1. Update on Re-Branding

Ms. Nabors stated that Workforce Central Florida changed to CareerSource Central Florida effective 2/10/14. As all required state benchmarks have been met in this rebranding process, CareerSource Central Florida will receive incentive funds to assist with further rebranding efforts. Ms. Elliott-Moore added that open house events on the rebranding launch were well received at Orange, Osceola and Lake centers. Mobile unit activities were also discussed. Mr. Walsh asked if there are plans to utilize more mobile units. Ms. Elliott-Moore replied that her team tracks mobile unit activities – if demand increases and the return on investment increase, they will look to revamp the program. Mr. Walsh advised staff to keep in mind the importance of convenience factor with the mobile units and to make sure they are looking at the right metrics. Mr. Pynn concurred – the ability to provide services in a more virtual way and in many places maximizes impact for less capital down the road. Mr. Shaughnessy suggested that a mobile unit should be deployed on a regular basis in Sumter County, since there is no center in this county. Ms. Nabors concurred and added that staff is also creating portal sites with colleges and community organizations, so there is a presence here where services are provided.

2. Ambassador Program Recommendations

Ms. Elliott-Moore reviewed the document entitled “CareerSource Central Florida Ambassador Program” which covers staff recommendation for an “ambassador advocate” who would represent the organization as they attend community events or meetings throughout the region to enhance awareness and re-establish CareerSource Central Florida as a viable partner. The committee discussed various ambassador messaging avenues to include electronic resources - “digitizing” the message will have more impact than speaking at events/meetings. Mr. Shaughnessy asked staff to target ten events and ten organizations, identify 5 board members, identify job seekers and employers who benefited from the system for testimonials, develop business card with key reference points/messaging, and staff to work on messaging. Mr. Pynn added that the board members can also speak on the success stories of customers.

3. Measures of Engagement – discussion on event participation metrics

Ms. Elliott-Moore stated that she and staff met with Mr. Pynn to help craft a template for outreach events. Mr. Lietz provided an overview of the template, which was developed to help staff evaluate event requests and determine if the event is tied to CareerSource Central Florida’s mission and if the event is value-added for the betterment of the community, economy, and workforce. Mr. Walsh commended staff for the hard work that went into developing this template; however, there are a lot of details on this template. The committee concurred that data should be reorganized using key bullets and roll up supporting details under each key bullet. Also a dashboard needs to be created with key elements/a higher altitude view. Mr. Shaughnessy suggested Ms. Nabors research opportunities for analytical support from UCF.

4. Recognition Events – businesses, job seekers, community partners

Ms. Nabors stated that this past fall an employee engagement survey was launched and staff responses reflected a need for a recognition program to recognize milestones that employees meet. Three engagement committees were formed to come up with recognition plans for staff, employers, partners and participants. Committee members further discussed recognition ideas.

5. Other Business

Ms. Nabors stated that the Department of Economic Opportunity has recently sent a draft policy on allowable public information outreach and materials. Ms. Nabors referenced three attachments from the policy: attachment 1 lists the grant programs and which grants are allowed or not allowed to purchase informational items; attachment 2 provides a list of examples of allowable and unallowable outreach/information items; and attachment 3 displays a decision flow chart to help determine use of DEO funding or unrestricted funding for the purchase of outreach/information items.

6. Adjournment

Mr. Shaughnessy thanked those that attended today’s meeting. He asked Ms. Kasal to send out a survey to the Committee to poll for meetings dates in early May 2014.

There being no other business, the meeting was adjourned at 4:31 p.m.

Respectfully submitted,

Kaz Kasal
Sr. Administrative Assistant