

## Community Engagement Committee Meeting

Knob Hill Group  
1030 North Orange Ave., Suite 200  
Orlando, FL 32801  
Tuesday, July 15 2014  
3:00 p.m.

### MINUTES

**MEMBERS PRESENT:** Diana Bolivar, Sara Brady, Robert Brown, Sheri Olson, Roger Pynn, Jody Sweet, Rick Walsh, Wayne Weinberg and Amy Wise

**MEMBERS ABSENT:** Kevin Shaughnessy

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

### WELCOME & CHAIR'S REMARKS

Ms. Nabors called the meeting to order at 3:04 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 (3/18/14)

Mr. Walsh made a motion to approve the minutes from the 3/18/14. Mr. Brown seconded motion passed.

### INFORMATION/DISCUSSION ITEMS

#### **1. Overview of Communications FY 14-15 Goals & Work Plan**

Ms. Elliott-Moore presented and referenced the Powerpoint handout in the meeting packet entitled "Communications FY 14-15- Program Goals." Ms. Elliott-Moore reviewed the Communications Department's program goals, how each ties with the Board goals, and highlighted a few departmental work plan tasks that will support accomplishment of each of the program goals. Ms. Nabors stated that new legislation, pending the President's approval, will be replacing Workforce Investment Act (WIA) with Workforce Investment Opportunity Act (WIOA). The change will emphasize youth (hardest to serve) and also streamline service delivery at the career centers to better respond to career needs and business demands. Ms. Nabors commented that in terms of legislation outreach, it will be important for federal and state legislation to understand the services CareerSource Central Florida provides and the value the organization brings to the community.

#### **2. Outreach Activities Snapshot**

Ms. Elliott-Moore stated that CareerSource Central Florida has partnered with Lynx, SunRail and Orlando Business Journal for high profile advertising designed to reinforce the CareerSource Central Florida brand. She also highlighted some programmatic outreach successes which included: ITA scholarships (6,243 responses), youth outreach (2,865 responses), and short term training programs (564 responses). Mr. Walsh noted the importance of capturing success stories in a format that can be used in different ways. Mr. Pynn concurred – this has to be a priority and can be incentivized.

### **3. Update on Event Strategy Protocols and Processes**

Ms. Nabors stated that Mr. Lietz is now solely managing event activities for CareerSource Central Florida – this adjustment in duties will provide a central point of contact for event tracking and reporting which can be used for various report outs, including a quarterly in the counties report currently in development. Ms. Elliott-Moore asked Mr. Lietz to provide an overview of event strategies, protocols and processes to date. Mr. Lietz reviewed the number of events that CareerSource Central Florida attended and direct services provided over the past three months. Mr. Lietz stated that he has been reviewing the event numbers, organization-wide, and finding gaps on what is being reported/collected. Mr. Lietz stated that they are getting with UCF for support/consultation on analytics. As the database is built, this will provide a real opportunity for intentional communication with both job seekers and businesses helping match businesses to job seekers and vice versa in a more effective/targeted way. Mr. Walsh asked Ms. Nabors to reach out to Paul Jarley, Dean of UCF College of Business, to connect her with their new team member charged with data and analytics at the college.

Mr. Lietz stated that the 2<sup>nd</sup> mobile unit is now scheduled out in areas that CareerSource Central Florida has not had a presence including, west Orlando, Sumter county and Bithlo.

Ms. Sweet offered her company as an additional resource as they have an event analytics team that establishes benchmarks and protocols for Disney's involvement throughout the community.

### **4. Ambassador Program Update**

Ms. Elliott-Moore reviewed the Brand Ambassador Program – brand ambassadors will consist of 5 board members – one from each county and also the members of the Community Engagement Committee. The primary duty of the brand ambassadors will be to generate business leads/referrals when they are out in the community at networking and association events. To aide in this process, business outreach cards will be provided to brand ambassadors. These cards are a quick reference guide with simple, key messaging on what CareerSource Central Florida does – brand ambassadors can provide these cards to business leads. Mr. Walsh emphasized the importance of including county commissioners and/or their key staff to also be brand ambassadors. Ms. Bolivar stated that cards can be placed at her office/receptionist can give out – they have a lot of traffic.

### **5. Tri-Regional Talent Gap Survey Partnership**

Ms. Nabors stated that there will be a Tri-Regional Business Summit on 9/24/14 from 8:00am to 1:00pm at Port Canaveral in Brevard County. Together, CareerSource Central Florida along with Brevard and Volusia Flagler workforce boards, CareerSource Florida, and the Florida High Tech Corridor are hosting this outreach event to the business community to showcase services available

through the regional workforce boards. A component of the event will include the Talent Gap Analysis study and implications. Mr. Pynn added that the study was also done in the Tampa Bay region and as a result many companies rallied and created a “club of employers” who have championed/taken ownership in solving local workforce issues.

Ms. Nabors stated that she will forward out further details and registration information on this event. There is also a way to simulcast/webcast to attend the event virtually.

#### **6. Organizational Crisis Communication Planning**

Ms. Brady shared a handout from her company entitled “Crisis Communications Plan Recommendation” – which provides a general outline of the importance of having a crisis communication plan in order to rapidly and effectively respond throughout the life of the crisis event. Ms. Brady emphasized the importance of training - staff need to know ahead of time the rules, responsibilities and work together in a coordinated and consistent way. The committee concurred and discussed the importance of CareerSource Central Florida having a plan in place. Additionally, the plan should also be “rehearsed” at least once a year. Mr. Walsh advised: 1) the crisis communication plan should be integrated with the natural disasters, etc. as one whole plan for everything such as a “Disaster Preparation Recovery Plan” and 2) take this committee and turn it into an enterprise risk committee. Mr. Pynn concurred and added that the role of this committee would be to review all risks the organization identifies as well as risks that may have been missed. After further discussion, the committee concurred to forward this conversation to the Governance Committee for further review and provide recommendation to the Executive Committee. Mr. Brown added that the Governance Committee can review charters from other organizations to help structure the plan, as well as make any necessary changes in the bylaws. Also, the chairs of each committee can be invited to provide their input on risks.

#### **7. Adjournment**

Ms. Nabors thanked those that attended today’s meeting. She asked Ms. Kasal to send out a survey to Committee to poll for meetings dates for 2<sup>nd</sup> half of October 2014.

There being no other business, the meeting was adjourned at 4:25 p.m.

Respectfully submitted,

Kaz Kasal  
Administrative Supervisor