

Community Engagement Committee Meeting

September 16, 2021



9/16/21 COMMUNITY ENGAGEMENT COMMITTEE MEETING DETAILS

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Discussion / Action Items

Insight

Other Business

Adjournment

What: Community Engagement Committee Meeting

When: Thursday, September 16, 2021

3:00 p.m. – 4:30 p.m.

Where: CSCF Admin Office
390 North Orange Ave., Suite 700 (7th Floor)
Orlando, FL 32801

or

Virtual Option via Zoom:

Link: <https://careersourcecf.zoom.us/j/82640544917?pwd=YjRvdit0dDM4T3RuQVRUSHZZa09JZz09>

Dial In: 1 (929) 205-6099

Meeting ID: 826 4054 4917 / Password: 978118

9/16/21 COMMUNITY ENGAGEMENT COMMITTEE MEETING AGENDA

| Agenda Item | Topic | Presenter | Action Item |
|-------------|---|--|-------------|
| 1. | Welcome | David Sprinkle | |
| 2. | Roll Call / Establishment of Quorum | Kaz Kasal | |
| 3. | Public Comment | | |
| 4. | Approval of Minutes | David Sprinkle | |
| | A. <u>5/17/21 Community Engagement Committee Meeting</u> | | X |
| 5. | Discussion / Action Items | Committee Discussion | |
| | A. <u>Community Engagement Committee Charter – Annual Report</u> | | X |
| | B. <u>Strategic Communications - SWOT</u> | | |
| 6. | Insight | | |
| | A. Community Engagement Survey | Dr. Ronald Piccolo Galloway Professor & Chair Dept. of Management/ College of Business University of Central Florida | |
| 7. | Other Business | | |
| 8. | Adjournment | | |

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WELCOME



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ROLL CALL



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PUBLIC COMMENT



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APPROVAL OF MINUTES



**DRAFT**

Community Engagement Committee Meeting
Monday, May 17, 2021, 3:00 pm

MINUTES

MEMBERS PRESENT: Jody Wood, Diane Culpepper, Jane Trnka, Sharron Washington, Wayne Weinberg and Christopher Wilson

MEMBERS ABSENT: Kari Conley, John Gyllin, Roger Pynn, Stella Siracuza, and Rick Walsh

STAFF PRESENT: Pam Nabors, Lisa Burby, Nilda Blanco, Kristine Concepcion, Lesley Harris, Cliff Marvin, Carla Sosa and Kaz Kasal

| Agenda Item | Topic | Action Item / Follow Up Item |
|-------------|--|---|
| 1 | Welcome <ul style="list-style-type: none"> Ms. Wood, Committee Chair, called the meeting to order at 3:01 pm. | |
| 2 | Roll Call / Establishment of Quorum Ms. Kasal reported quorum present. | |
| 3 | Public Comment None offered. | |
| 4 | Approval of Minutes <u>Approval of Minutes</u> Reviewed minutes from 1/12/21 Meeting (attachment). | Ms. Trnka made a motion to approve the minutes from the 1/12/21 Community Engagement Committee meeting. Dr. Culpepper seconded; motion passed unanimously. |
| 5 | Information/Discussion <u>Strategic Communications Updates (attachment)</u> <ul style="list-style-type: none"> Reviewed: <ul style="list-style-type: none"> Summer Youth marketing campaign and sponsorship activities to date. Overall internal and external communications activities year-to-date. Reviewed Strategic Communications FY 2019-2020 budget vs. actual, expended all except \$50K which will be earmarked for customer satisfaction research. Expecting flat budget for FY 2021-2022. <u>Community Engagement Survey</u> <ul style="list-style-type: none"> Reviewed plans on development of community engagement survey to measure level of stakeholder involvement and knowledge of CSCF programs and services. Committee discussed survey questions, distribution options and strategies. | |



| | | |
|---|--|--|
| 6 | Insight <u>Legislative Updates</u> <ul style="list-style-type: none"> Reviewed legislative updates (attachment). Reviewed a draft sample "About Us" webpage that displays a more streamlined and easy way to understand on how CSCF's operates. Committee feedback/ideas: <ul style="list-style-type: none"> Could make it more engaging and visual; animation and infographics. Highlight impact through transparent information – could include testimonials and/or effectiveness of CSCF's stewardship of funds. | |
| 7 | Other Business None offered. | |
| 8 | Adjournment <ul style="list-style-type: none"> Meeting was adjourned at 4:31 p.m. | |

Respectfully submitted,

Kaz Kasal
Executive Coordinator

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DISCUSSION / ACTION ITEMS



Committee Charter Annual Review



Community Engagement Committee Charter

Purpose:

The Committee reports to the Board of Directors and is charged with developing and recommending strategies to ensure:

1. CSCF talent solutions are aligned with strategic stakeholders: community, civic and economic development organizations.
2. Outreach and engagement efforts are conducted to inform the public and businesses on services and initiatives.
3. Media is used effectively for outreach and information to engage the community in CSCF talent solutions.
4. The business community is engaged and satisfied with CSCF targeted strategies and services.

Responsibilities:

- Provide guidance and counsel on communication and outreach initiatives, consistent with the Board's strategic plan, aimed towards community, civic and economic development organizations.
 - *Metric: Measure level of stakeholder involvement and knowledge of the organization's programs and services annually through a community organization survey. Goal: To be determined.*
- Update and recommend the CSCF outreach and engagement plan to the Board of Directors annually. Vet initiatives for regional outreach and engagement activities aimed at targeted stakeholders that utilizes all methods, including social media and non-traditional formats, to showcase the brand and demonstrate its unique value proposition.
 - *Metric: Updated plan approved by CSCF Board of Directors once annually.*
- Track and assess media engagement and outreach targeted towards customer leads -both business and career seeker.
 - *Metric: Through consistent tracking measure media impressions, social media reach and engagement and number of consumer leads. Conversion target for business/career seeker customers to be determined.*
- Provide insight regarding the Central Florida business community and climate to ensure that targeted sector business needs are addressed throughout CSCF outreach strategies.
 - *Metric: Measure the level of business satisfaction with CSCF workforce solutions quarterly to achieve an 80% satisfaction rating.*

**Skills/Expertise/Requirements:**

- Experience as a board member OR regional subject matter expert in marketing, public relations, media, government relations, and/or communications.
- Commitment to attending and participating in committee meetings scheduled 4 to 6 times per year and being a part of the agency's communication efforts to the greater community.

Structure:

- Membership of the Committee consists of Board members and community subject matter experts; the Board Chair appoints all Committee members.
- The Committee Chair is appointed by the Board Chair and is responsible to report on the Committee activities at the full Board meeting.
- Agenda and minutes are kept and published on the CareerSource Central Florida website and supplied to committee members via email one week prior to meetings.

Strategic Communications: SWOT

Strategic Communications – SWOT Analysis

STRENGTHS

- Strong Departmental Foundation Established for Continued Growth
- Expanded and Positive Public Affairs Partner Relationships
- Local Elected Officials use CSCF as a Resource / Partner / Thought Leader to Help Drive Economic Prosperity
- Strong Brand Awareness and Consumer Engagement across All Channels
- Enhanced Relationships with Reporters – Television Prominent
- Internal Communication Strategies have Driven Higher CareerSourcer Engagement

OPPORTUNITIES

- Continue Strengthening Relationships / Communications with Elected Officials at Local and State Levels
- Key Stakeholders / Training Partners: Share & Own CSCF Narrative
- Develop Stronger Instagram and YouTube Presence
- Incorporate Better Tracking and Coding Mechanisms to Determine Referral Sources and Drive Effectiveness / Efficiencies
- Consistently Deliver CSCF Narrative to Engage Hispanic Community
- Continue to Expand Internal Communications Strategies to Promote Increased Two-way Communication Across CSCF
- Debut Marketing Automation Software
- Expand SEO and Backlinks on Website to Foster Awareness

WEAKNESSES

- Inconsistent Communication with Government Agencies
- Limited Cross-Pollination Initiatives with Key Stakeholders with Similar Goals Achieved
- Marketing Automation Software not Launched; CRM Infancy
- Strategic Planning of Organizational Initiatives and Budget to Support Omni-Channel Campaigns that will Drive Growth
- Company Culture Enhancements (WIIFM) to Support Change
- Corporate Social Responsibility Not Launched
- Customer Satisfaction Analysis to Support Marketing Outreach Strategies

THREATS

- New Legislation and Correlating Changes to Workforce System
- Workforce-related Brands or Other State Regional Boards Impact CSCF Reputation and Create Confusion in Marketplace
- Increased Customer Complaints via Social Media
- Rise in Customer Frustrations at Career Centers Regarding Reemployment Assistance and Technology Issues with State Systems
- Expansion / Diversification / Implementation of New Services
- Department Changes: Staffing / Leadership

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Community Engagement Survey



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ADJOURNMENT



THANK YOU!



[RETURN TO AGENDA](#)