

COMMUNITY ENGAGEMENT COMMITTEE MEETING

Tuesday, January 12, 2021

MEETING DETAILS

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Information / Discussion / Action Items

Insight

Other Business

Adjournment

What: Community Engagement Committee Virtual Meeting

When: Tuesday, January 12, 2021
3:00 p.m. – 4:30 p.m.

Where: Virtual: Zoom Meeting:

Link: <https://careersourcecf.zoom.us/j/97650142785?pwd=VVNzZEJLREVLZzhMNHg4Ym45NS9sdz09>

Dial In: 1 (929) 205-6099 / Meeting ID: / Password: 139384

1/12/21 COMMUNITY ENGAGEMENT COMMITTEE VIRTUAL MEETING AGENDA

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Agenda Item	Topic	Presenter	Action Item
1.	Welcome	Jody Wood	
2.	Roll Call / Establishment of Quorum	Kaz Kasal	
3.	Public Comment		
4.	Approval of Minutes 8/31/20 Community Engagement Committee Meeting	Jody Wood	X
5.	Information / Discussion / Action Items A. Strategic Communications Updates B. Charter – Annual Review	Committee Discussion	
6.	Insight A. Revenue Diversity / Community Conversations		
7.	Other Business		
8.	Adjournment		

UPCOMING MEETINGS

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Board Meeting

2/25/21

9:00 a.m. - 11:30 a.m.

Community Engagement

5/17/21

3:00 p.m. – 4:30 p.m.

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WELCOME

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ROLL CALL / ESTABLISHMENT OF QUORUM

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PUBLIC COMMENT

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APPROVAL OF MINUTES

DRAFT
Community Engagement Committee Meeting
Monday, August 31, 2020, 1:30 pm

MINUTES

MEMBERS PRESENT: Jody Wood, Diane Culpepper, John Gyllin, Roger Pynn, Stella Siracuza, Jane Trnka, Rick Walsh, and Wayne Weinberg

MEMBERS ABSENT: Sharron Washington and Christopher Wilson

STAFF PRESENT: Pam Nabors, Lisa Burby, Kristine Concepcion, Cliff Marvin 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 1:31 pm. Ms. Wood welcomed new member Ms. Stella Siracuza, CFO, Tomato Express, Inc. to the Committee 	
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 5/11/20 Meeting (attachment).	Ms. Trnka made a motion to approve the minutes from the 5/11/20 Community Engagement Committee meeting. Dr. Gyllin seconded; motion passed unanimously.
5	Information/Discussion <u>Strategic Communications Updates (attachment)</u> <ul style="list-style-type: none"> Reviewed FY 19-20 Strategic Communication outcomes to include COVID-19 communication and the proactive outreach strategies taken to reach impacted individuals and businesses in the community. FY 20-21 budget – overall: on target, came in slightly under budget. Reviewed FY 20-21 roadmap for first six months Reviewed “Help Is Here” campaign activities and strategies; landing page has been launched on CSCF website for Orange County residents to register. <u>Community Engagement Committee Charter – Annual Review</u> <ul style="list-style-type: none"> Committee concurred to defer this to following meeting, forwarding any feedback to Ms. Kasal in the interim. 	
6	Insight <ul style="list-style-type: none"> Reviewed CSCF niche customer vs. pandemic customer, and customer demographics. Also reviewed unemployed by race at the national level (attachment). Ms. Wood encouraged the Committee to forward any outreach ideas to Ms. Burby. 	Staff to disseminate CSCF materials to individual committee members to forward to their connections, especially in the business community to expand outreach.



		<p><i>Ms. Burby to regroup with Ms. Siracusa to: 1) review CSCF website and 2) to provide support outreaching to Hispanic community in Osceola County.</i></p> <p><i>Mr. Marvin to connect with counsels of chambers and continue working with key community partners with Hispanic populations and other populations affected by the pandemic.</i></p>
7	Other Business None offered.	
8	Adjournment <ul style="list-style-type: none"> Meeting was adjourned at 3:05 p.m. 	

Respectfully submitted,
Kaz Kasal
Executive Coordinator

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INFORMATION / DISCUSSION / ACTION ITEMS

Strategic Communications Update

STRATEGIC COMMUNICATIONS

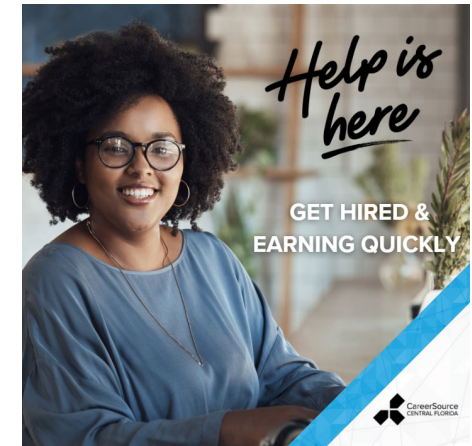
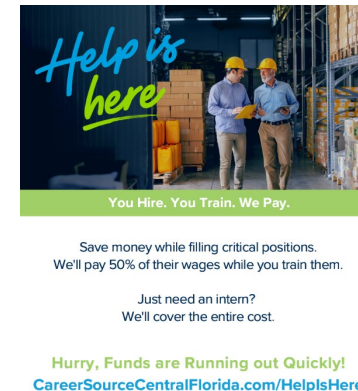
Quarter 1 + Quarter 2



Campaign Recap: Aug. 1 – Dec. 20, 2020

A Comprehensive Campaign Developed to Incorporate Community Outreach, Earned, Owned and Paid Media Strategies; Implemented by CSCF Strategic Communications Team and Branding, Integrated Marketing and Interactive Agency PUSH

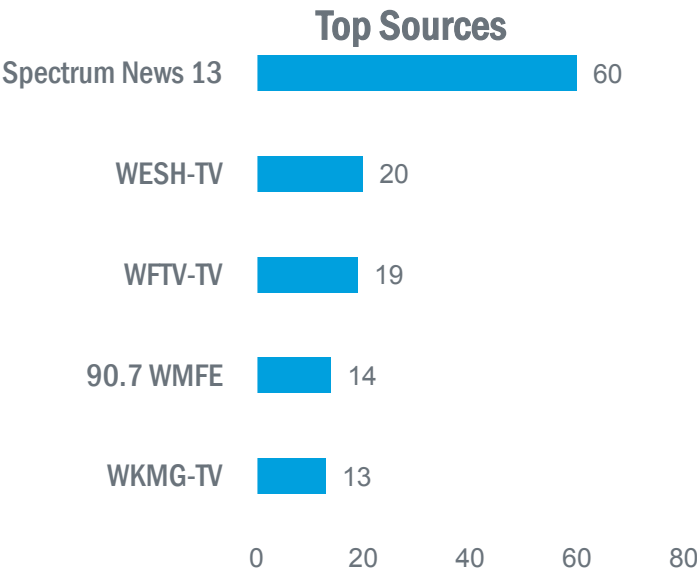
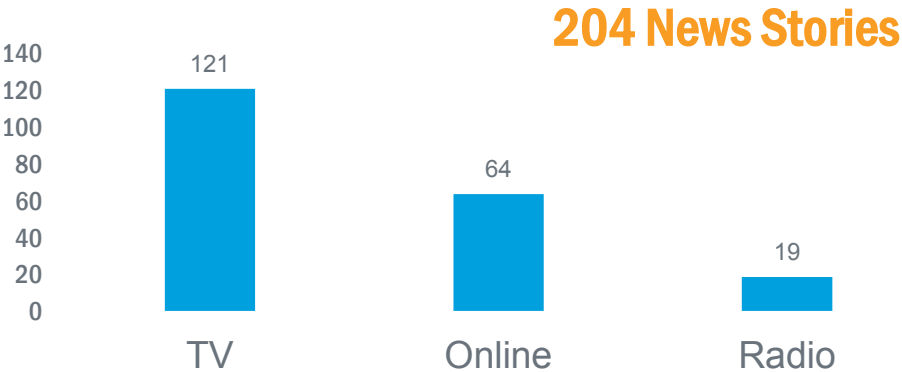
- Media
 - Press Announcements: CSCF; Mayor Demings Press Conferences
 - Interviews: CSCF Spokespersons and Customers
- Key Stakeholder Outreach
 - Community Partners
 - Orange County Commissioners
 - Training Providers
- Email Marketing
 - Audience Segmentation
 - Retargeting
- Social Media
 - Organic Content on CSCF and Training Providers Pages
- Website
 - CSCF New Landing Page; Analytics; Retargeting
 - Content on Training Provider Websites
- Paid Advertising
 - Google Ads
 - Print & Digital Publications
 - Social Media: Facebook; Instagram; LinkedIn



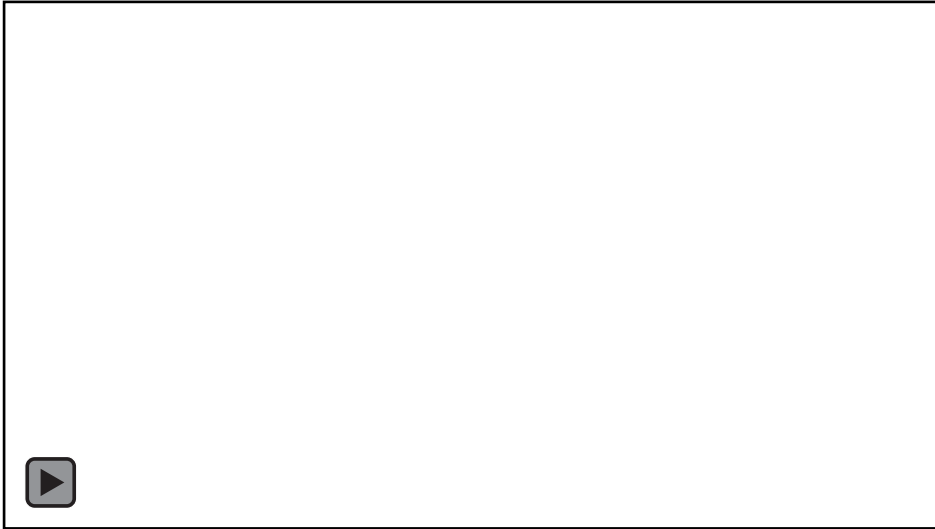
Total Leads = +7.6K

Overview

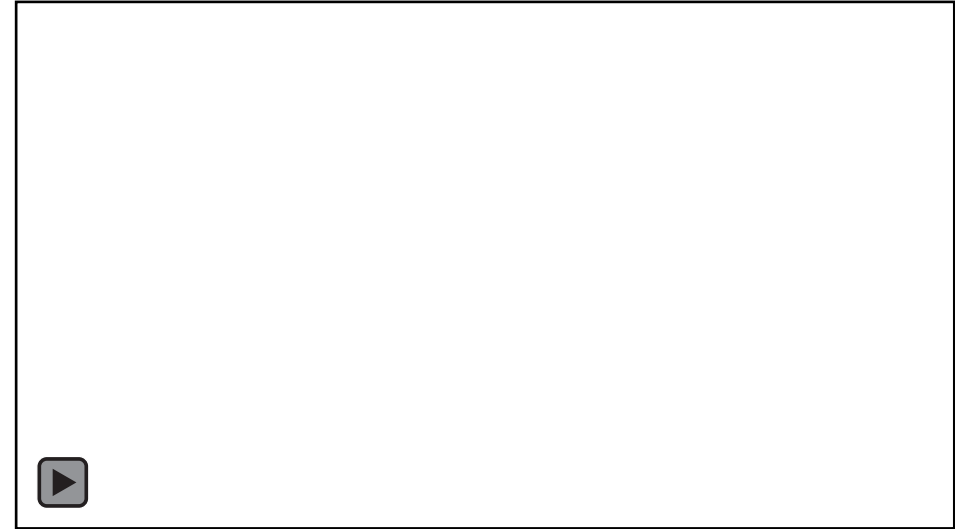
- Majority of News Coverage on Television Stations with Spectrum News & the NBC Affiliates
- 28 Media Inquiries from July-December
 - Of the Inquiries, CSCF Participated in 19 On-Camera Interviews
 - Interviews Conducted in English and Spanish
 - In November alone, CSCF Received 14 Media Inquiries
- Within the 204 News Stories Published, More than 144M Audience / Viewers Reached
 - Stories Ranged from Career Seeker and Business Success Stories; Paid Internship Program; Valencia College Training Programs and Stipends; Guaranteed Interviews Offer
- The Vast Majority of News Stories Were Positive
 - 82% Positive
 - 18% Neutral
 - 0% Negative



Story Highlights



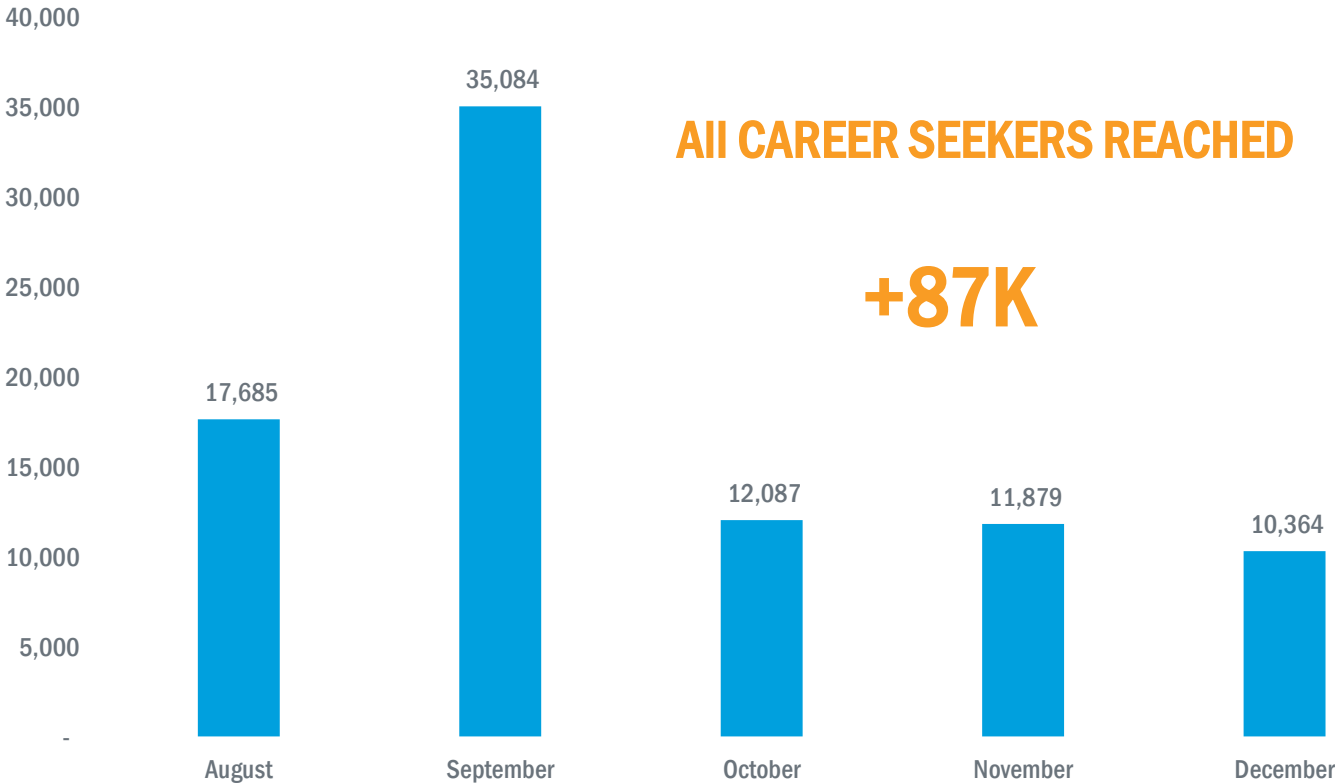
Business Success Story



Career Seeker Success Story

Email Marketing


- Targeted Approach
 - Segmented Lists
 - A/B Tests
 - Along Customer Journey Milestones
 - 27K Businesses Reached
- Key Messages
 - Short-term Training
 - Hot Jobs
 - Guaranteed Interviews
 - Paid Internships
- Aggregate KPIs
 - *Open Rate – 26%
 - *Click Rate – 14%



* Non-profit industry standard = Open Rate: 25%; Click Rate: 3%





Social Media – Organic Efforts



CareerSource Central Florida
Published by Sprout Social • December 21, 2020 at 5:51 PM •


Not getting noticed by employers after submitting dozens of applications? We'll match you to jobs and help you get noticed by employers. Guaranteed interviews only available until 12/30. Sign up at <https://bit.ly/2WCbAVW>. #interviews #jobs #gethired #helpishere





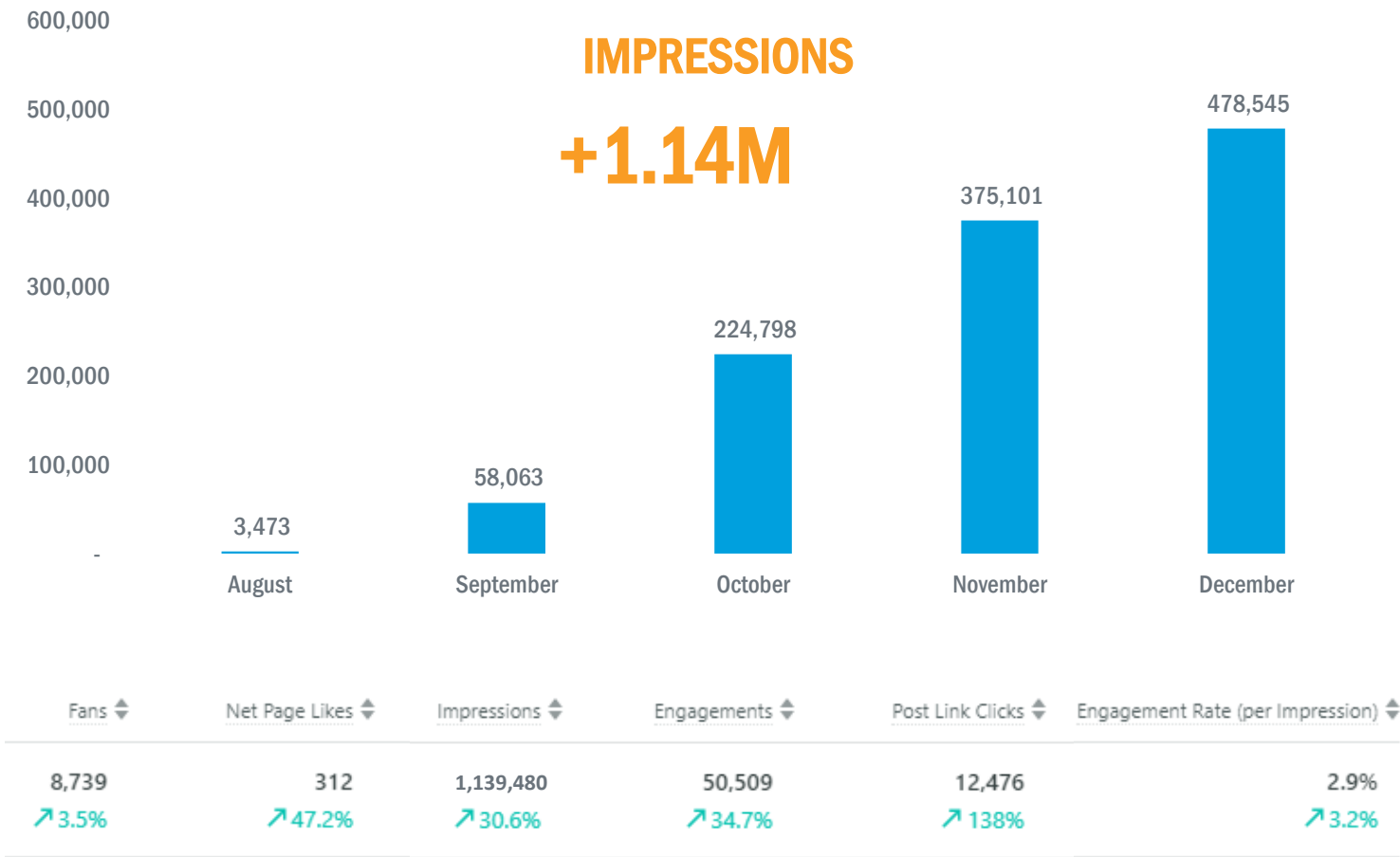
CareerSource Central Florida
Published by Sprout Social • September 18, 2020 •

The job market is tough right now, but we have connections with employers who are hiring. Let us help place you into a job or paid internship. With the \$7 million grant from [Orange County, Florida Government](#), we can help 4,000 Orange County residents. We're ready to help you: <https://bit.ly/2Ei5leW> #HelpisHere #Jobs #JobSeekers #Internships



OSCEOLA
5:08
PITCHER
NEWS 10

YOUTUBE.COM
CSCF Has Jobs and Internships Available For Furloughed Employees



*Data across Facebook; Twitter; LinkedIn

Website – Analytics

- Top Traffic Sources
 - Google
 - Paid Search Ads – 25% Conversion Rate
 - Organic Search – 35% Conversion Rate
 - Social Media
 - Organic Efforts – 7% Conversion Rate
 - Retargeting – 20% Conversion Rate
- Goal Completions on Landing Page: +22.6K Clicks
 - Click to Register (Career Seekers & Businesses)
 - Make an Appointment
 - Business – Find & Hire Talent



Home Career Seekers ▾ Businesses ▾ About Us ▾ Coronavirus Support ▾

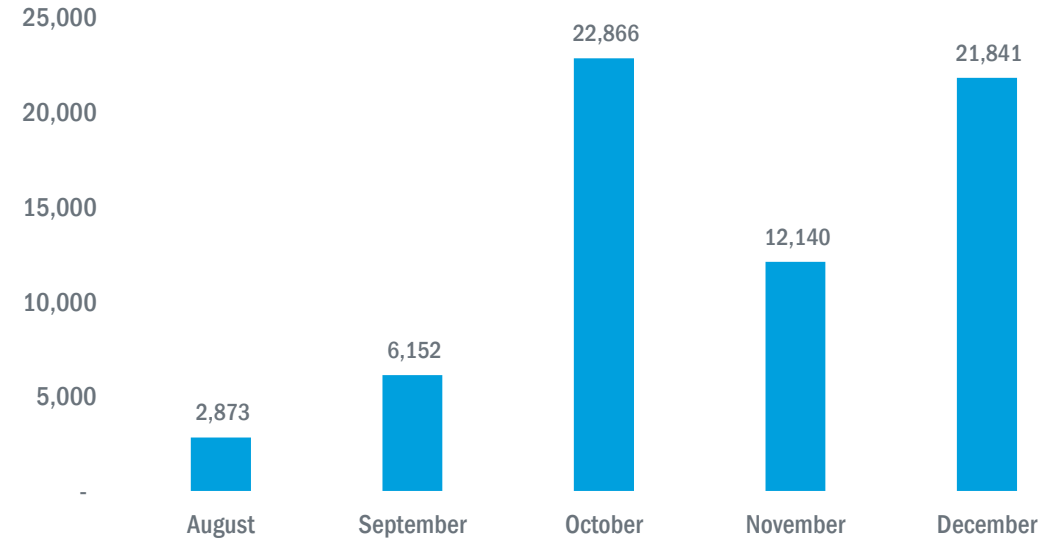
CONTACT & LOCATIONS
(800) 757-4598

HELP IS HERE FOR OC RESIDENTS

Has your job been impacted by COVID-19 & you live in Orange County?

We can help. If you've lost your job or your hours have been cut. In partnership with Orange County Florida government, we can get you back on your feet as quickly as possible with the skills and/or training you need to land a career in key industries such as advanced manufacturing, hospitality, construction, finance, healthcare, and trade & logistics.

Up to 4,000 Orange County residents who qualify can receive a variety of customized, complimentary career services that will pave the way to a new career during this challenging time. Don't delay by taking advantage of this opportunity today!



UNIQUE WEBSITE VISITORS

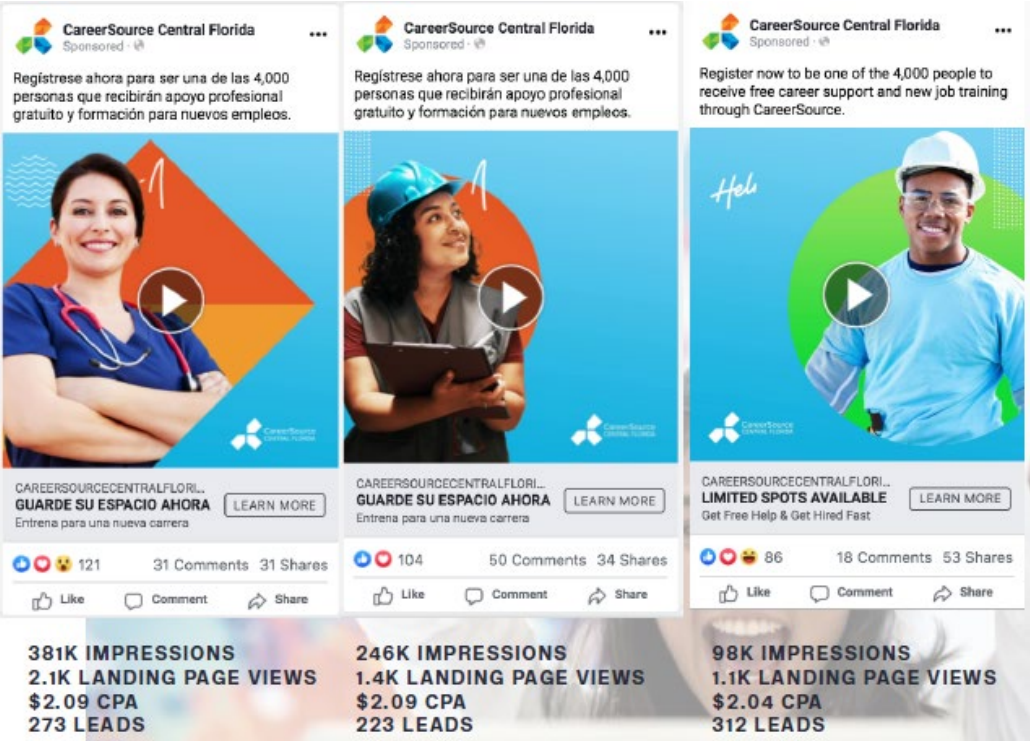
66K

LEADS

+7.6K

Digital Ads

- PUSH – Marketing Agency
- Campaign Flight Time
 - Start Date: Oct. 6, 2020
 - End Date: Dec. 20, 2020
- Budget: \$50K
- Channels:
 - Social Media (FB & IG)
 - Google Search Ads



SOCIAL



GOOGLE



LOOK AHEAD

2020 - 2021 ROADMAP: Q3 + Q4



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.



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INSIGHT



WHAT IS THE BUSINESS COUNCIL

- Review & Alter Training Investments based on Local Needs
(*Career Services Committee*)
- Drive and Receive Corporate Sponsorships
(*Revenue Diversity Committee*)
- Engage Key Stakeholders
(*Community Engagement Committee*)

Council Conversation

- Forum/Conversation to Provide/Gain Feedback regarding Workforce Trends and Topics of the Future at the Local Levels
- Ability to Secure and Include as Available National Leaders/Speakers to Share Information & Insights to Council and CSCF

Open Discussion

- Update on Intent of Business Council
- Networking and Spread Word of CSCF
- Business/Thought Leaders to Participate?

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ADJOURNMENT

THANK YOU!