



What: **Community Engagement Committee Meeting**
When: Monday, January 14, 2019
 2:30 p.m. – 4:00 p.m. CareerSource Central Florida
Where: 390 N. Orange Ave., Suite 700, Orlando, FL 32801
Virtual: GoToMeeting (*remote attendees*):
 Link: <https://global.gotomeeting.com/join/737766197>
 Dial In (Toll Free): **1 866-899-4679 / Access Code: 737-766-197**

Board Priorities: Analyze the Business | Engage the Talent Pool

<i>Agenda Topic</i>	Presenter	Action Item
1. Welcome	Jody Wood	
2. Roll Call / Quorum Establishment	Kaz Kasal	
3. Public Comment		
4. Action Items	Jody Wood	X
a. Approval of Minutes: 11-6-18 Community Engagement Meeting		
5. Information	Lisa Burby	
a. Strategic Communications Update		
6. Insight		
a. North Star Discussion	Committee Discussion	
7. Adjournment	Jody Wood	

Upcoming Meetings:

- Board Meeting: 2/7/19, 9:00 am – 10:30 am
 Location: Tupperware Brands, 14901 S. Orange Blossom Trail, Orlando, FL 32837
- Community Engagement Committee Meeting: 5/13/19, 2:30 pm - 4:30 pm
 Location: CSCF Admin Office, 390 N. Orange Ave., Suite 700, Orlando, FL



DRAFT
Community Engagement Committee Meeting

**CareerSource Central Florida
390 North Orange Ave., Suite 700, Orlando, FL 32801**

Tuesday, November 6, 2018, 2:30 pm

MINUTES

MEMBERS PRESENT: Jody Wood, Robert Brown, John Gyllin, Mark Havard, Sheri Olson, Roger Pynn, and Jane Trnka

MEMBERS ABSENT: Rick Walsh and Wayne Weinberg

STAFF PRESENT: Pam Nabors, Mimi Coenen, Lisa Burby, Kristine Concepcion, Anthony Adams and Kaz Kasal

GUESTS PRESENT: Luke Thomas, Felicia Solazzo / Edelman

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Ms. Wood called the meeting to order at 2:36 pm.	
2	Roll Call / Establishment of Quorum Ms. Kasal reported quorum present.	
3	Public Comment None offered.	
4	Action Items <u>Approval of 9/17/18 Minutes</u> Reviewed minutes from 9/17/18 Meeting.	Mr. Pynn made a motion to approve the minutes from the 9/17/18 Community Engagement Committee meeting. Mr. Gyllin seconded; motion passed unanimously.
6	Insight <u>Edelman</u> Master Narrative – Project Results <ul style="list-style-type: none"> • Mr. Thomas presented the project results on the Master Narrative (attachment). Committee discussed and provided input to include: <ul style="list-style-type: none"> ➤ Messaging Architecture: <ul style="list-style-type: none"> – Rework top section – “provider” too passive a term – Make Proof Points more broad ➤ Tagline: rethink “Your” ➤ Positioning Statement: replace “labor market” with “business intelligence” ➤ Message Platform Pillars: take out the words “no cost” – possibly place at the end with asterisk Committee concurred to meet in December to review refinements on the Master Narrative. Then test to business partners and career seekers to ensure messaging resonates.	<i>Ms. Kasal to survey / set-up Community Engagement meeting date prior to 12/13/18 Board Meeting.</i>
7	Adjournment	

Community Engagement Committee Meeting
November 6, 2018
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	<ul style="list-style-type: none">• Meeting was adjourned at 3:58 p.m.	
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Respectfully submitted,
Kaz Kasal

STRATEGIC COMMUNICATIONS UPDATE

JANUARY 14, 2019

STRATEGIC COMMUNICATIONS GOALS

2018-2019

Board/CSCF Priorities	<ul style="list-style-type: none"> Analyze the Business Environment Drive Innovation 	<ul style="list-style-type: none"> Analyze the Business Environment Drive Innovation 	<ul style="list-style-type: none"> Analyze the Business Environment Engage the Talent Pool 	<ul style="list-style-type: none"> Engage the Talent Pool
Strategy	Enhance the Value Proposition	Digital Strategy	Outreach Campaigns	Brand Awareness
Strategic Comm. Goals	<p>Drive Awareness of CSCF and its Economic Impact each quarter by creating and maximizing business relationships with 5 key constituents</p> <p>Drive employee engagement across, up and down all levels in support of CSCF vision, strategy and culture</p>	<p>Increase career-seeker and business engagement throughout the customer journey through target market research and analysis, and communication plan</p>	<p>Build marketing campaigns in support of key sectors and programs, and deliver across owned, earned, paid, and social media</p>	<p>Develop media and influencer strategy by engaging the media and key influencers on a consistent schedule to showcase CSCF's unique value proposition</p> <p>Ensure Brand Materials are in Compliance with Standards</p>
<p>2,000 career seekers aligned in HGIs; Employee, customer and business satisfaction/engagement levels increased</p>				
KPIs	<ul style="list-style-type: none"> Master Narrative Implemented Quarterly Reports Delivered Launch of Internal Comm. portfolio Increase in employee satisfaction 	<ul style="list-style-type: none"> Redesigned website Career-seeker and business satisfaction surveys and focus groups conducted 	<ul style="list-style-type: none"> Quarterly Campaigns for HGI (paid/earned/owned) delivered Target Market Research completed 	<ul style="list-style-type: none"> 100% increase in media coverage Updated brand materials



MID-YEAR RESULTS

MASTER NARRATIVE

Edelman

BRAND PROMISE:
We help change people's lives, transform businesses and create more prosperity for our community.

MODIFIED TAGLINE:
Inspiring People. Transforming Business. Elevating Community.

PREVIOUS TAGLINE:
Your talent. Your Opportunity. Your Success.

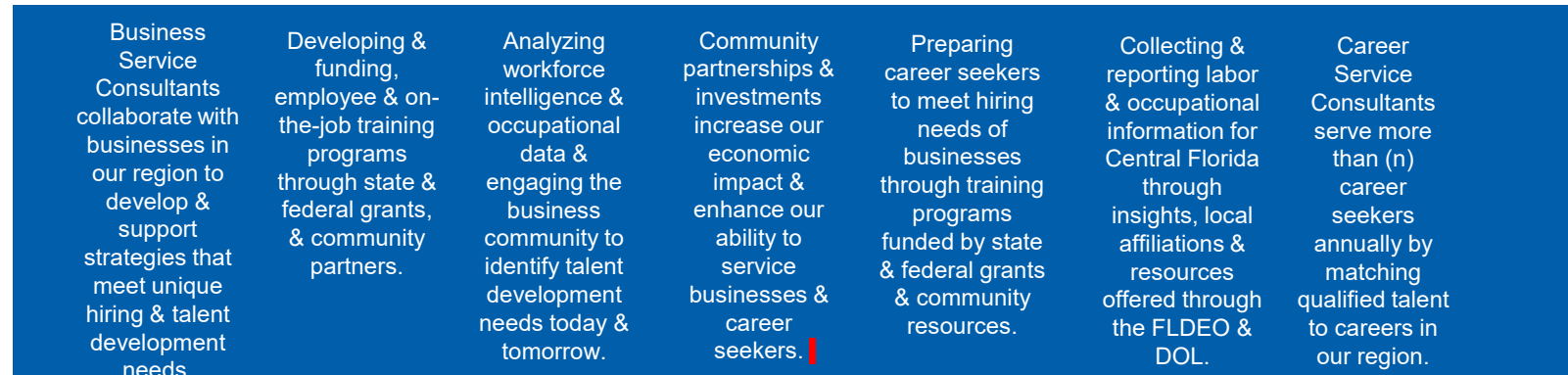
HOW YOU WANT TO BE VIEWED

INDISPENSABLE COMMUNITY PARTNER WHO CHANGES PEOPLE'S LIVES. FIRST-CHOICE BUSINESS CONSULTANT AND TAILORED SOLUTIONS THAT ARE RENOWNED FOR ADVANCED FORECASTING OF REGIONAL WORKFORCE TRENDS TO PROPEL HIGH-GROWTH INDUSTRIES.

THE THINGS YOU WANT TO BE KNOWN FOR (AND BY WHOM – FOCUS: PRIMARY AUDIENCE)



REPUTATIONAL ATTRIBUTES



OPERATIONAL FOUNDATION



WEBSITE AUDIT

Executive Summary



DISCOVERY PROCESS

Help CSCF inform a redesign of the CSCF website. Discovery methodologies included:

- Front end / backend Audit of Current Website
- Google Analytics Review
- User Interviews
- Stakeholder Interviews
- Website Feedback Survey and Analysis
- In-person Discovery Workshop with CSCF Leadership and Project Team



WEBSITE AUDIT

Executive Summary



WHAT WE LEARNED

- Total **Annual Traffic** (1 year period)
 - ~ 110-170K users
 - Organic Search = Biggest Source of Traffic
- **Demographic Data:**
 - Largest segment of visitors:
 - 18-24 years old
 - 60% are men and 20% women
- **Traffic:**
 - Mobile traffic = 44%
 - Desktop = 52%
 - Tablet = 4%
- Visitors ***Seeking Information and Resources for Career Seekers*** as indicated by data analytics & survey

KEY ISSUES

- ✓ **Hard-time Understanding** programs & services offered, especially for Career Seekers
- ✓ **Landing Pages Don't Provide Brief Overview** of programs, services well
- ✓ **NO Clear Call to Action** or Next Steps
- ✓ Needs to **Work as a Lead Generation Engine** and tracking not setup to produce actionable analytics

WEBSITE AUDIT

Recommendations

CONTENT

ALIGN TO UNIQUE VALUE PROPOSITION & MASTER NARRATIVE

MODERN, CLEAN, REFLECT BRAND

DESIGN

PROMINENTLY DISPLAY TRAINING INFO

PERCEIVE CSCF as EXPERT, CARING, PERSONABLE & FRIENDLY PROFESSIONALS

SIMPLIFY WEBSITE NAVIGATION

INSPIRATIONAL, HOPE, & BRIGHT FUTURES WHILE REFLECTING DIVERSITY

CREATE MORE DYNAMIC CONTENT



STANDALONE SITE Managed by CSCF

CONTENT TO MAXIMIZE SEO

ACCESSIBILITY (disability protocol)

LEAD GENERATION ENGINE

SSL (Secure Sockets Layer_ Certification

“FREE RESUME REVIEW”

CHAT FEATURE

BRAND PROMISE & TAG LINE SHOULD BE PRIMARY ELEMENT

MORE ROBUST ANALYTICS TRACKING

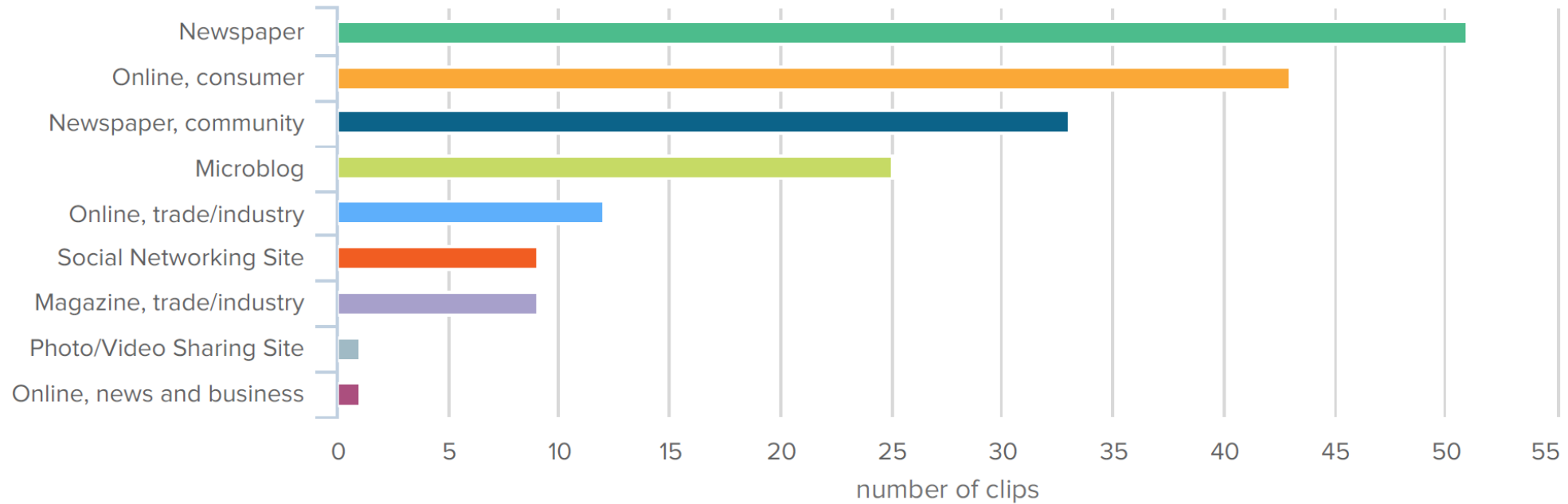
TECHNOLOGY



PUBLIC RELATIONS

Q1 – Q2 Report

SHARE OF COVERAGE BY MEDIA TYPE



CSCF MENTIONS

184

AUDIENCE REACHED

91.2M

SENTIMENT / TONE

Neutral Positive Negative

76% **22.4%** **1.6%**



DEBUTED..... THE BOARD **SOURCE**

Q2 Performance

- Launched October 19
- Steady Increase in Readership
- Rich Content denoted High Engagement among Audience Despite Low Open Rate during Holidays

✓ Performance Significantly Outperforms Non-profit Industry Averages in First 3 Editions

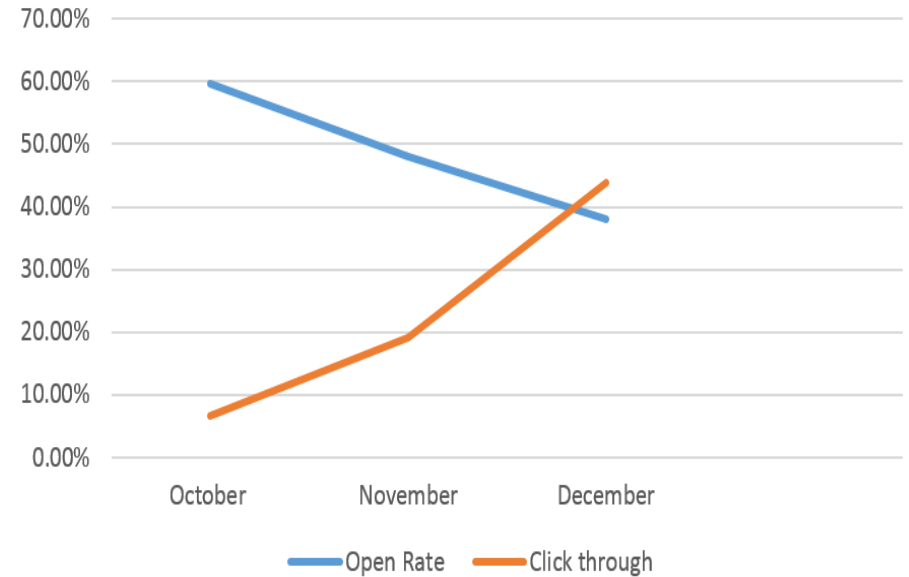
CSCF Performance

48% Average Open Rate
23.1% Average Click-Thru Rate

Non-Profit Industry Performance

20% Average Open Rate
8% Average Click-Thru Rate

BoardSource Newsletter Analytics



SOCIAL MEDIA

Q1 – Q2 Report

CORE CHANNELS



7,435



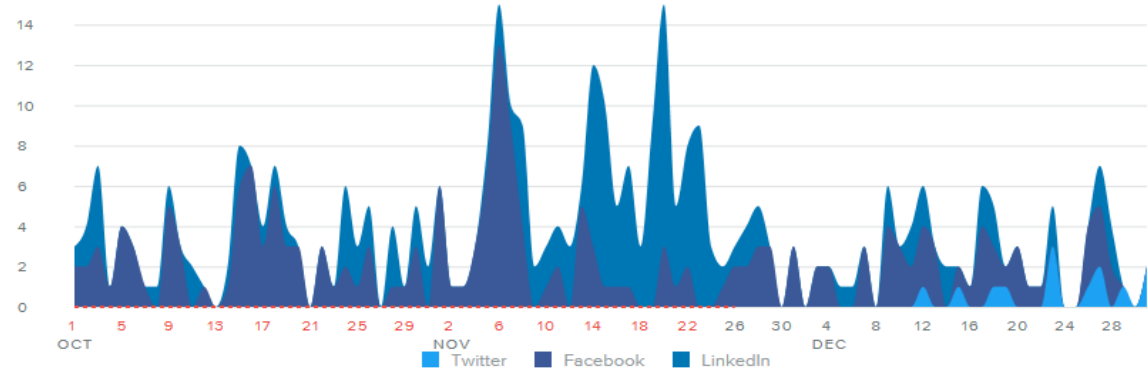
4,435



2,122

ENAGAGED

NEW ENGAGEMENT ACTIVITY



Audience Growth Metrics	Totals	% Change
Total Fans	14,157	↗ 90.6%
New Twitter Followers	6	↗ 100%
New Facebook Fans	182	↗ 2.3%
New LinkedIn Followers	137	–
Total Fans Gained	325	↗ 90.6%

Total followers increased by
90.6%
 since previous date range



CAMPAIGN SPOTLIGHT: CONSTRUCTION

Campaign Strategy

- Launch Foundational, Focused Campaign Targeting Construction Industry - Aimed at Career Seekers and Employers
- Develop Agile, Diverse Marketing Approach – Consistently Optimization Across Various Channels
- Expand Visibility of Offerings to Career Seekers and Employers
- Generate Awareness & Increase Reach

Creative Concept

- Portray CSCF capabilities to build a workforce by finding, hiring and training individuals
- Hone in on developing a bigger toolbox of skills to help build career
- Images to depict career options and upward mobility



We're moving up and so can YOU.
Central Florida is growing—and BUILDING.
Of fastest growing cities in the U.S., Orlando is #14—and in Florida: HIGHEST RANKED.

Source: Magnify Money.com, America's Biggest Boomtowns (Aug. 2018)

Get trained now. Make YOUR move.

What's in your toolbox?



CareerSource CENTRAL FLORIDA
Build Your Future at careersourcecentralflorida.com | 1.800.757.4598
Serving Sumter, Lake, Orange, Osceola, and Seminole counties.

A proud partner of the AmericanJobCenter network



CareerSource CENTRAL FLORIDA

Build Your Workforce.

Find. Hire. Train.

A proud partner of the AmericanJobCenter network

**Zero-Cost Recruitment
Low-Cost Training**
BuildYourConstructionTeam.com



Find. Hire. Train.

Build Your Workforce.
Zero-Cost Recruitment and Low-Cost Training for employers in construction.
Increase retention and decrease turnover!

BuildYourConstructionTeam.com

CareerSource CENTRAL FLORIDA A proud partner of the AmericanJobCenter network

Primary Messages

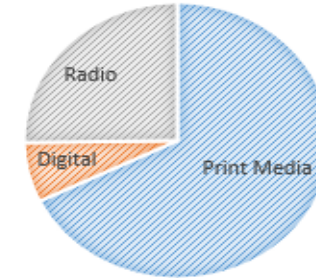
CAMPAIGN SPOTLIGHT: CONSTRUCTION

Phase 1: Nov 1, 2018 – Feb 28, 2019

Paid Media



■ Print Media ■ Digital ■ Radio



Owned Media

Employers:

www.BuildYourConstructionTeam.com

Career Seekers:

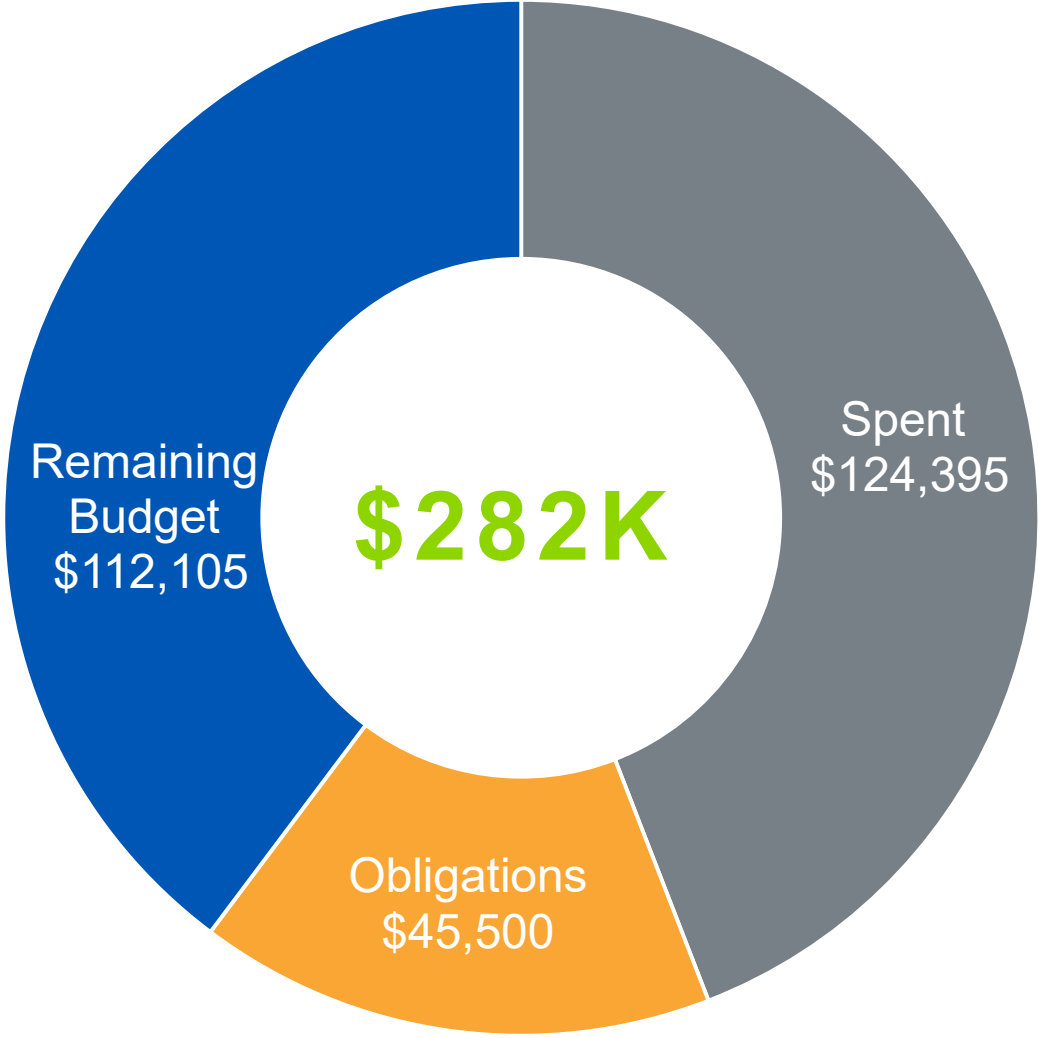
www.GetHiredInConstruction.com

Earned Media



STRATEGIC COMMUNICATIONS BUDGET

2018-19 BUDGET

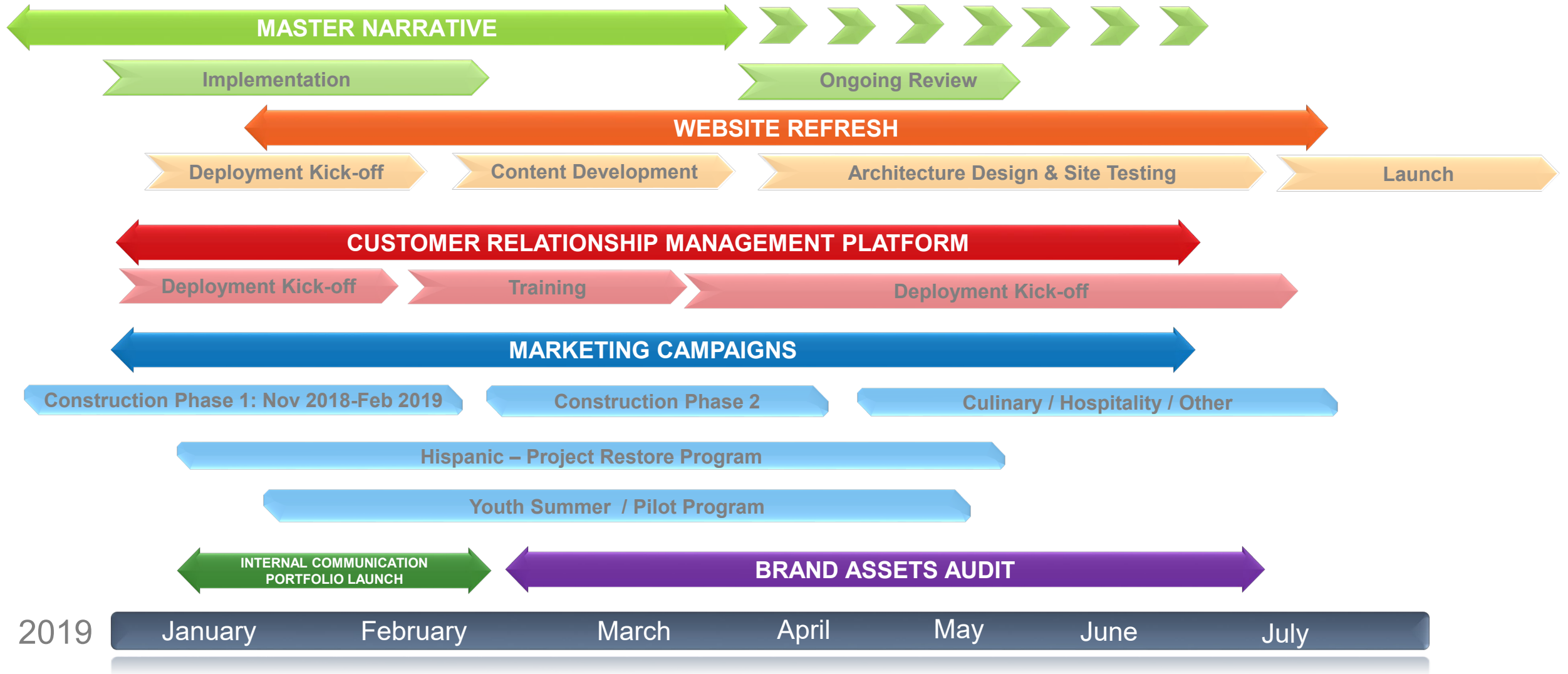


WHAT'S NEXT?

QUARTER 3 & 4

STRATEGIC COMMUNICATION

Q3 & Q4 Roadmap



CAMPAIGNS ON DECK

Q3 & Q4

Construction: Phase 2

- CareerSource Florida Co-Op Campaign with Moore Creative Agency



Project Restore (Hispanic Audience)

- Develop Comprehensive Multi-Channel Ad Campaign to Drive Awareness to Hurricane Evacuees (Puerto Rico and Virgin Islands)



Culinary/ Hospitality / Other

- Outreach Campaign to Engage Career Seekers and Employers in Hospitality Industry

Youth

- Launch a Tailored Marketing Campaign to Drive New Youth Program Strategy



MEASURES OF SUCCESS

Key Performance Indicators (KPI) Development

Leads & Conversion Rates



- Vendor Selection Pending
- Lead Generation Process In Development

Analytics



- Website Re-launch
- SEO Enhancements
- Drip Campaign Strategy

Customer Satisfaction (Career & Businesses)



- Vendor Selection Pending
- Alignment with Company Scorecard

Engagement



- Employee Engagement Survey
- Intranet Refresh
- Define & Implement Social Media Strategy

Traditional Media Coverage



- Implement Proactive Public Relations Strategy


Content Marketing



- Implement Master Narrative Across All Communication Channels

 = Development Progress

INTERNAL COMM. PORTFOLIO

	CEO comms	inside source	staff meetings	 the source minute	SOURCE for you	the source	source flix
Overview	Key Messages from President & CEO	Key Messages from Executive Leadership that are Time Sensitive	In-person Meetings on a Weekly, Monthly or Yearly Basis	Weekly Talking Points with for Center Managers to Share with their Staff	Weekly Newsletter with Featured Stories and CSCF news	CSCF's Employee Intranet	Videos highlighting information and shared via email & on <i>The Source</i>
Key Messages	<ul style="list-style-type: none"> High Level Organizational News Holiday Messages Pertinent Messages 	<ul style="list-style-type: none"> High Level Department News Pertinent Messages 	<ul style="list-style-type: none"> CSCF Scorecard Department Updates President's Report 	<ul style="list-style-type: none"> Top "Source For You" Highlights Management Messages 	<ul style="list-style-type: none"> Department News Trainings Success Stories 	<ul style="list-style-type: none"> Source For You stories Training Reminders Department Information Resources CSCF Calendar 	<ul style="list-style-type: none"> Quarterly Video Scorecard Workplace Culture & Values Staff & Program Highlights
Channels	Email Intranet Staff Meetings	Email	In-person	Email	Email	Email	Intranet Email
FREQ	As Needed	As Needed	1x/wk (Centers) 1x/month (BOA) 1x/year (All)	Weekly	Weekly	Weekly	Monthly
DIST.	Custom	As Needed	Fridays – a.m. Wednesday June	Thursdays	Fridays	Fridays	Tuesdays

THANK YOU!

[RETURN TO AGENDA](#)

