



Community Engagement Committee Meeting

Knob Hill Group
1030 North Orange Ave., Suite 200 (2nd Floor), Orlando, FL 32801

Monday, January 22, 2018

2:30 p.m. – 4:00 p.m.

Conference Call-in phone number: (866) 576-7975 / Participant Access Code: 299848

Strategic Goals developed by the Board:

- *CareerSource Central Florida will become business focused in all efforts*
- *CareerSource Central Florida will identify ways to measure progress and Return On Investment (ROI)*
- *CareerSource Central Florida will become the workforce intelligence organization for workforce development in Central Florida*

Item	Agenda Topic	Action Item	Info/ Discussion Item	Presenter (other than Chair or Committee Member)
1	Welcome			Jody Sweet
2	Roll Call / Establishment of Quorum			Kaz Kasal
3	Public Comment			
4	Approval of Minutes			Jody Sweet
	A. 5/22/17 Community Engagement Committee Meeting	X		
	B. 9/26/17 Community Engagement Committee Meeting	X		
5	Information/Discussion/Action Items			
	A. Vision for V.P. of Strategic Communications Position		X	
	B. Outreach Performance		X	
	C. Discussion on Hurricane Irma and Maria Activities		X	
	D. Discussion on Retreat Strategies		X	
6	Other Business			
7	Adjournment			

Upcoming Meeting:

- Community Engagement Committee Meeting: Monday, 5/14/18, 2:30 pm to 4:00 pm / Location: Knob Hill Group / 1030 North Orange Ave. Suite 200, Orlando, FL 32801

Draft
Community Engagement Committee Meeting

Knob Hill Group
1030 North Orange Ave., Suite 200, Orlando, FL 32801

Monday, May 22, 2017
2:30 p.m.

MINUTES

- MEMBERS PRESENT:** Jody Sweet, Robert Brown, Mark Havard, Sheri Olson, Chuck Simikian, Wayne Weinberg, Rick Walsh and Amy Wise
- MEMBERS ABSENT:** John Davis, Roger Pynn, and Kevin Shaughnessy
- STAFF PRESENT:** Mimi Coenen, Tonya Elliott-Moore, Steven Nguyen, Robert Quinlan, Larry Krause, and Kaz Kasal
- GUESTS PRESENT:** Jane Trnka / Rollins College; Chante Shifflett, Denise Hall, Martice Armstrong / Florida Department of Corrections;

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Ms. Sweet called the meeting to order at 2:32 pm and welcomed those in attendance.	
2	Roll Call / Establishment of Quorum Ms. Kasal reported that there was a quorum present.	
3	Public Comment None Offered.	
4	Approval of Minutes A. 2/27/17 Community Engagement Committee Meeting.	Mr. Brown approved the minutes from the 2/27/17 Community Engagement Committee Meeting. Mr. Weinberg seconded; motion passed unanimously.
5	Information/Discussion/Action Items	
	<p><u>Perspective – Career Center Visit</u> Ms. Wise stated that she and Mr. John Gill visited the West Orange office and relayed her experiences as follows:</p> <ul style="list-style-type: none"> • Location hard to find - GPS did not accurately direct to the Center • Hard to see the Center from the road • Great logo signage on the store front; however, difficult to read from road • Staff who welcomed and provided a walk-thru was very nice and provided information on the process for career seekers, employers and the focus on veterans • Very active center / good customer service attitude • Need to identify where, who, and what service in order to better guide customers visiting the center – 	

	<p>i.e. some action language, identifying locations, services offered on walls.</p> <ul style="list-style-type: none"> • Overall, a positive experience <p>Ms. Sweet stated she visited the Osceola Center and commented that staff was polite and provided a tour. Ms. Sweet added that this was good, first-hand experience received on how services are provided - both from the career seekers' and employers' perspective. Mr. Brown also stated the visit he had at West Orange was very positive.</p>	
	<p><u>Review of Board Retreat Strategies</u></p> <p>Ms. Coenen reviewed the Board Strategic Goals from FY 16-17 and three questions (attachment) that were asked of the Board Members at the 4/26/17 Board Retreat. Ms. Coenen asked the Committee to provide their input on these same questions.</p> <p>Question 1: Has CSCF raised its profile with the business community tis program year?</p> <p>Committee feedback:</p> <ul style="list-style-type: none"> • Profile has been raised and more positive. This is confirmed by the UCF Study showing significant improvement in brand awareness from approximately 21% in 2015 to 45% in 2016 • Seeing increased presence via social media, advertisements, and commercials • Need to look at multi-platforms and strategies to onboard Millennials and Generation Y's especially mobile platform (mobile responsive). (Ms. Elliott-Moore stated there is a current focus highlighted in the Edelman analysis to make CSCF's mobile platform more interactive and appealing to these generations.) • Need more integrated vertical strategies - include company profiles in job positions. Millennials are looking for cultural fit. • Be more of a partner for businesses and jointly work together to best appeal across generations: Generation X, Y and Millennials. <p>Question 2: How well do CSCF's career centers connect with and demonstrate high growth job opportunities that connect business to needed talent?</p> <p>Committee feedback:</p> <ul style="list-style-type: none"> • The more we can migrate to action-digital, the more we can attract Millennials. Millennials want to be online exclusively; not come into centers to job search. 	

	<ul style="list-style-type: none"> • Opportunity to organize resources with employers – train them to do virtual interviews and update their resources • Cultivate business relations and interconnectivity • Millennials look for companies that align with their needs, lifestyle; money is not always the number one reason in their job selection • Centers are good ways to find certain type of jobs – i.e. hospitality. • Have focus groups and/or one-on-one discussion with Millennials to get their input <p>Question 3: Are we as a Central Florida workforce system truly “business-driven”? Are services intentional, focused and coordinated to align to regional business needs?</p> <p>Committee feedback:</p> <ul style="list-style-type: none"> • Committee concurred CSCF is more business-driven • With the alignment of Business Service Reps not only by territory, but by focus of specific industry will help provided specialized assistance in order to better meet business needs • Successful businesses manage change well 	
	<p><u>Outreach Budget FY 17-18</u></p> <p>Ms. Elliott-Moore mentioned that CSCF has anticipated that due to the lowered unemployment rates for the Central Florida region we would realize a reduction in federal funding allocations. For this reason the outreach budget for FY 17-18 has been decreased by 15% from FY 16-17. Ms. Elliott-Moore reviewed proposed budget allocations (attachment) by web/digital platforms and program outreach, and indicated funds would be focused on higher performing, most successful communication modes in FY 17-18.</p> <p>The Committee also discussed CSCF presence with local sports organizations. The Committee concurred brand awareness through high school sporting events would be a good way to reach students (Millennials) and employers.</p> <p>Ms. Elliott-Moore stated that search engine optimization projects highlighted in the Edelman assessment would be handled in part through the in-house web administrator.</p>	<p>Mr. Brown made a motion to recommend the proposed FY 17-18 Outreach Budget to the Board. Ms. Sweet seconded; motion passed unanimously.</p> <p><i>Ms. Elliott-Moore and Ms. Wise to look at an option with local high schools with remaining funds from this FY.</i></p>
	<p><u>Contact Center Update</u></p> <p>Ms. Coenen stated that CSCF has been experiencing a high call volume averaging 27,000 calls a month. At the recommendation of Ms. Sweet, staff took a deep dive to</p>	

	<p>analyze these calls by forming an internal Content Analysis Team to function as a dedicated call center during a pilot period, occurring over the past few months. Mr. Nguyen, CSCF IT Director, reviewed the process and results of this call center pilot (attachment). The calls were tracked on an Access database, where detailed information was logged such as type of call, where calls were transferred to, etc. By the 20th day of the pilot, calls dropped from 981 per day to 247 per day. Other results: 94% of calls are career seekers calls, 41% of calls are FAQ or transfer calls and 80% drop in voicemails.</p> <p>Staff are recommending:</p> <ol style="list-style-type: none"> 1) Utilize in-house, dedicated Contact Center team of 4 full-time employees 2) Purchase an off-the-shelf contact center software to assist in the process and ensure clients/customers are assisted effectively (included as part of the IT budget for 17-18) 3) Transition to the in-house Contact Center by start of FY 17-18 (July 2017) <p>Mr. Nguyen stated that the “Contact Center” will include various modes of communication, not just via phone but web chat, texting, social media, and email functions as well.</p>	
6	<p>Other Business Ms. Elliott-Moore referenced the CSCF packet provided to the Committee, which includes the annual report (three pieces) and the “Economic and Community Impact” reports.</p>	
7	<p>Adjournment There being no other business, the meeting was adjourned at 3:31 p.m.</p>	

Respectfully submitted,
 Kaz Kasal

Draft
Community Engagement Committee Meeting

Knob Hill Group
1030 North Orange Ave., Suite 200, Orlando, FL 32801

Tuesday, September 26, 2017
10:30 a.m.

MINUTES

MEMBERS PRESENT: Jody Sweet, Sheri Olson, Roger Pynn, Wayne Weinberg and Rick Walsh

MEMBERS ABSENT: Robert Brown, John Davis, Mark Havard, Kevin Shaughnessy, and Chuck Simikian and Jane Trnka

STAFF PRESENT: Mimi Coenen, Tonya Elliott-Moore and Kaz Kasal

GUESTS PRESENT: Denise Hall / Florida Department of Corrections; Sunny Virella / Microsoft

Agenda Item	Topic	Action Item / Follow Up Item
1	<p>Welcome Ms. Sweet called the meeting to order at 10:39 am and welcomed those in attendance.</p>	
2	<p>Roll Call / Establishment of Quorum Ms. Kasal reported that there was not a quorum present.</p>	
3	<p>Public Comment Mr. Sunny Virella introduced himself and shared he was with Microsoft. Mr. Virella stated that Microsoft offers free education and training around employability skills, i.e. Microsoft Office, Windows and entrepreneurship and expressed a desire to partner with CSCF.</p> <p>Ms. Denise Hall introduced herself as Employment Specialist with Florida Department of Corrections, which is partnered with CSCF.</p>	
4	<p>Approval of Minutes A. <u>5/22/17 Community Engagement Committee Meeting.</u> The Committee concurred to move minutes to the next Community Engagement Committee for approval, as a quorum was not present at today's meeting.</p>	
5	<p>Information/Discussion/Action Items</p> <p><u>Community Engagement Committee Charter</u> Ms. Elliott-Moore referred to the Governance Committee Charter (attachment) and stated that each committee reviews their respective charters on an annual basis, at the beginning of each fiscal year. The Community Engagement Committee concurred that there are no needed changes to the Charter at this time. However, in readiness for next year's review, the Committee asked staff to provide a</p>	

report on what was accomplished with each responsibility on the Charter and gauge the success of the accomplishment. This will help keep the charter relevant and help the Committee determine if any modifications to the charter are necessary.

Review of Outreach Performance FY 16-17

Ms. Elliott-Moore provided an overview on outreach performance for FY 16-17 (attachment), reviewing results on social media, earned media, CSCF website traffic and events attended.

Mr. Elliott-Moore asked for the Committee's feedback on the challenge of creating a resonating value proposition - what is CSCF's overarching message?

The Committee recommended CSCF continue to keep connected/partnered and proactive with the chambers, economic development organizations, other like community organizations, educators and legislative reps.

The Committee asked how CSCF has supported those affected from Hurricane Irma. Ms. Coenen stated that Disaster Unemployment Assistance (DUA) is available for Florida businesses and residents whose employment or self-employment was lost or interrupted as a result of Hurricane Irma. Also, temporary jobs are available through a program called "Project Restore," to help non-profit organizations affected by Irma. To date, about 600 people have responded for these temp jobs. Ms. Elliott-Moore stated that a link regarding DUA and "Project Restore" is on CSCF's home page. Also direct emails were sent to active career candidates. Additionally, information was emailed to businesses on the Florida Bridge Loan Program, which is a program providing short-term loans to hurricane-affected small businesses.

The Committee recommended that CSCF, prior to hurricane season each year, should proactively provide information on the post-hurricane support, services and resources CSCF offers. This information should be disseminated through various media channels and especially radio - and again before and during the storm. Also during post-storm recovery, staff should publicize CSCF's success stories of the support provided to the community.

Ms. Sweet asked staff to think of ways CSCF could provide more support to families and friends of Puerto Rico affected by Hurricane Maria and those of whom may come to Central Florida.

	<p><u>Review of Board Retreat Strategies and Discussion</u> Ms. Coenen referred to the notes from the 4/26/17 Board Retreat as well as the updated Board Goals (attachments).</p> <p>The Committee concurred on importance of leveraging existing business partners as referrals and effectively linking to community partners – this will help to raise CSCF’s profile.</p> <p><u>Discuss a Public Facing dashboard that Articulates CSCF Value and Performance to the Central Florida Community</u></p> <p>Committee feedback:</p> <ul style="list-style-type: none"> • Continue to promote key successes more intentionally and explicitly, and provide real data and story combinations to tell the story – be authentic. Narrow to elevator speech. • Keep at high altitude and keep strategic. • Streamline - Instead of 4 or 5 moves to a solution, how to do it in 1 or 2 moves? • Audit processes and streamline – that is the dashboard • Millennials –they are all about choices, which is how they interact with systems. For instance, to showcase to this generation group: here is CSCF, and what CSCF does, and here are your choices. • Need to show businesses CSCF’s value in meaningful, relevant and very succinct stories and data. <p>Ms. Sweet asked staff to come back at the next meeting with thoughts how to show CSCF’s value in meaningful, relevant and succinct way.</p>	
6	<p>Other Business None offered.</p>	
7	<p>Adjournment There being no other business, the meeting was adjourned at 11:37 a.m.</p>	

Respectfully submitted,
 Kaz Kasal

CAREERSOURCE CENTRAL FLORIDA JOB DESCRIPTION

JOB TITLE:	Vice President of Strategic Communications
DEPARTMENT:	Administration
REPORTS TO:	CEO/President
FLSA STATUS:	Exempt

GENERAL PURPOSE:

The Vice President of Communications (VPC) is the chief strategist and partner for CareerSource Central Florida (CSCF) and its executive team in developing and placing compelling stories that highlight the organizations vision, mission, values and return to the Central Florida community. This executive leader guides, develops and contributes to the strategic communications plans. This includes effectively assessing needs, evaluating research and approaches, developing key messages and media relations, and developing and implementing internal and external communication efforts. While the successful candidate will work across the organization, s/he will work closely with various departments within CSCF Operations division for maximum impact in the development of the CSCF brand, connection with a more diversified audience and to ensure consistent and significant awareness and partnerships to fulfill the mission and goals of the organization.

ESSENTIAL FUNCTIONS:

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this job title. It is not necessarily descriptive of any one position in the job title. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

Essential Functions
<ul style="list-style-type: none"> • Develops and oversees the enterprise strategic communication plan including external, system wide internal, organizational strategy and reputation management. • Act as a consultant, influencer and strategic thought partner to senior leadership and stakeholders to understand audience needs and shape communication. • Serve as the organization’s “chief storyteller” – providing continuity and oversight of the key messages and core story throughout the organization, coordinating and collaborating with other key teams to ensure consistent, accurate and impactful communications.

CAREERSOURCE CENTRAL FLORIDA JOB DESCRIPTION

<ul style="list-style-type: none"> • Develop and implement communication deliverables and platforms for CSCF key messages, values, vision and mission. • Provide leadership and oversee the day-to-day activities of the organization's communications function including budgeting, planning and staff development. Allocate and assign resources based on needs of organization. • Accountable for the delivery of the products, tactics, and measurement of the work plans to support the strategic/executive communication plan(s). Tools include but are not limited to research, earned media, paid media, social media, video, events, speechwriting, and presentations.
<ul style="list-style-type: none"> • Drive communication strategies that advance that address critical issues and convey value to all stakeholders, resulting in improved corporate reputation and a positive awareness of the vision and mission of CSCF. • Create the strategies, messages and tools required to allow CSCF to cultivate and enhance meaningful relationships with targeted audiences, including the media, business and government partners, and individual career-seekers and program investors.
<ul style="list-style-type: none"> • Develop and oversee a comprehensive crisis communication strategy and process. Identify and resolve challenges and emerging issues faced by the organization, working with leaders, staff and stakeholders, to determine assets, solutions, and potential internal and external communication opportunities. Update, review regularly and provide training for staff on the crisis communications practice.
<ul style="list-style-type: none"> • Lead the executive administrative team to connect CSCF board members to events, activities and programs designed to deepen their engagement and connection to the organization's mission. • Reflect and promote a culture of high performance and continuous improvement, valuing learning and quality staff development.

SUPERVISION:

Supervision Received - Work is performed with extensive latitude in the use of initiative and independent judgment.

Supervision Performed – Supervises others

MINIMUM QUALIFICATIONS:

Bachelor's degree in communications, public relations, marketing or related discipline; 10 + years in of broad-based communication leadership experience encompassing. An equivalent combination of education, certification, training, and/or experience may substitute for required experience.

PREFERRED QUALIFICATIONS:

Accredited in Public Relations credential (APR) OR Certification as a Public Relations Counselor (CPRC)

KNOWLEDGE, SKILLS, AND ABILITIES:

ANALYTICAL

CAREERSOURCE CENTRAL FLORIDA JOB DESCRIPTION

- Proficient in analyzing and evaluating staff performance and planning/organizing; prioritizes and plans work activities.
- Analyze and evaluate complex plans and strategies related to communications strategies and planning.
- Skilled in market analysis and feasibility.
- Strong analytical skills and experience interpreting a strategic vision into an operational model.
- Skill in examining, developing, reengineering, and recommending communications, marketing and community relations policies and procedures.

COMMUNICATION

- Skill in consensus building and excellent public speaking skills.
- Ability to communicate effectively verbally in meetings, presentations or individually with staff; communicate effectively in writing
- Provides regular performance feedback; and develops direct reports by encouraging growth and professional development
- Excellent interpersonal skills coupled with a demonstrated ability to relate to people at all levels.

DECISIVE

- Ability to meet or exceed established performance goals and fiscal monitoring standards
- Expert knowledge of federal, state and non-profit communications practices.
- Ability to make timely decisions, exhibits sound and accurate judgment.
- Uses time efficiently and develops realistic action plans
- Ability to oversee numerous projects through direction and delegation.

LEADERSHIP

- Ability to formulate, initiate, and administer policies and procedures for effective communications internally and externally.
- Ability to develop and interpret budgets, contracts, and fiscal/financial reports.
- Ability to effectively manage staff in planning, decision-making, facilitating and process improvement.
- Demonstrates organizational values in actions, words and attitude.
- Strong leadership skills coupled with strong business acumen and a commitment to service.

PROBLEM SOLVING

- Ability to synthesize complex information
- Ability to establish and maintain effective and cooperative working relationships with a diverse workforce and community

TECHNICAL

- A solid understanding of U.S. federal and state domestic employment laws and compliance requirements.
- A familiarity with human resources information systems and experience in their evaluation, selection, and implementation.
- An ability to quickly establish credibility and serve as an advocate of best practices, fair treatment, and confidentiality.

CAREERSOURCE CENTRAL FLORIDA JOB DESCRIPTION

PHYSICAL REQUIREMENTS:

Tasks involves light physical effort (i.e., some standing and walking, or frequent light lifting of less than 10 pounds); and minimal dexterity in the use of fingers and limbs in the operating of office equipment. Tasks may involve extended periods of time sitting at a workstation and utilizing a keyboard.

ENVIRONMENTAL REQUIREMENTS:

Tasks are regularly performed inside without potential for exposure to adverse conditions, such as dirt, dust, pollen, odors, fumes and/or poor ventilation, wetness, humidity, rain, temperature and noise extremes, machinery and/or moving vehicles, vibrations, electric currents, animals/wildlife, toxic/poisonous agents, gases or chemicals, oils and other cutting fluids, violence and/or disease, or pathogenic substances.

SENSORY REQUIREMENTS:

Some tasks require manual dexterity. Some tasks require visual and hearing acuity. Tasks may involve identifying and distinguishing colors. Tasks require oral communications ability.

CAREERSOURCE CENTRAL FLORIDA JOB DESCRIPTION

This job description does not constitute an employment agreement between CareerSource Central Florida and the employee and is subject to change by CareerSource Central Florida as the needs of the organization and requirements of the job change.

CareerSource Central Florida is an Equal Opportunity Employer. In compliance with United States Equal Employment Opportunity guidelines and the Americans with Disabilities Act, CareerSource Central Florida provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

I have read and understand this job description and hereby certify that I am able to perform this job, with or without reasonable accommodation.

Job Title

Name (print)

Supervisor's Name (print)

Employee Signature

Supervisor's Signature

Date

Date

PUBLIC INFORMATION/MEDIA RELATIONS



AUDIENCE REACH: CareerSource Central Florida had **6 media hits** appear in the Orlando Sentinel, with a **projected audience of 170,018 per media hit.**

“ With cyber-attacks escalating, systems engineers, intelligence analysts and other highly-skilled, higher-wage tech jobs will become as critical to even the smallest businesses as shop owners and bookkeepers – if they have any kind of web presence. Access has become the currency du jour on the virtual marketplace, with hackers seeking to make either a financial gain, a political statement, or a bad day worse. The information and time lost recovering from a ransomware hack could cost hundreds to millions when compounded. Central Florida’s virtual (simulation tech) and tangible (tourism) global presence could make for an effective cyber security hub with increased training opportunities.

”

— Pamela Nabors, President/CEO, CareerSource Central Florida
Quote Published in the Orlando Sentinel CF 100



Quarterly Communications & Outreach Report
FY Quarter 1, 2017-2018
July 1, 2017 - September 30, 2017

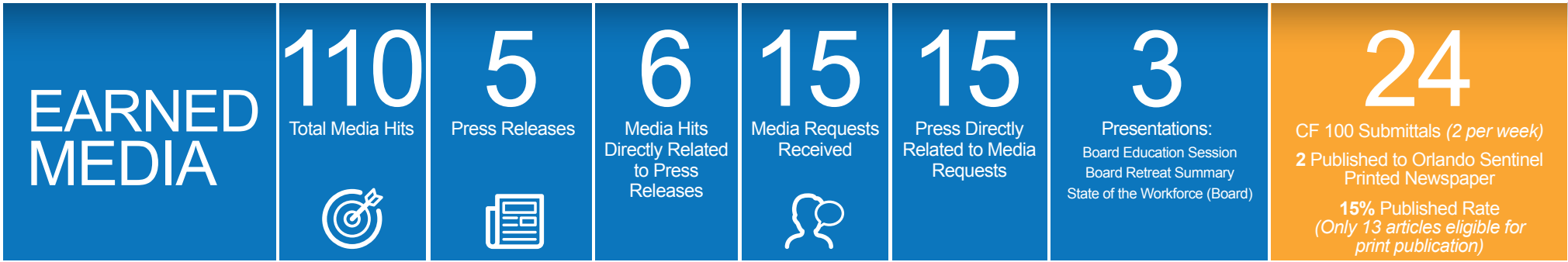
careersourcecentralflorida.com

<h2>PAID OUTREACH</h2>	<ul style="list-style-type: none"> » Fox Job of the Day (June 2016 – July 2017) » Orange County Library System » Orlando Pride » Orlando Solar Bears » Rollins College Athletics / University of Florida Gators Football
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<h2>COMMUNICATION/ BUSINESS RECRUITMENT</h2>	<h3>TOTAL DIRECT EMAILS SENT</h3> <h1>33</h1> <p>31% Average Open Rate</p>	<h3>America's Promise Grant (August 2017)</h3> <p>2 Direct Emails Sent</p> <p>15 RSVPs</p> <p>40% Average Open Rate</p>	<h3>DEO Hiring Event - Hurricane Relief (September 2017)</h3> <p>2 Direct Emails Sent</p> <p>RSVPs Not Collected</p> <p>87% Average Open Rate</p>
<p>*Industry standard for open rates is between 4 and 5%</p>			

<h2>EVENTS</h2>	<p>62 CFEC Job Fair (3,455 Career Seekers; 86 Businesses)</p> <p>Events</p> <ul style="list-style-type: none"> HCCMO Hispanic Business Conference (B2B Exhibitions, 30+ Speakers, 9 Workshops, 3 Interactive Panels) Governor's Job Fair (2,335 Career Seekers, 86 Businesses)
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PUBLIC INFORMATION/MEDIA RELATIONS



AUDIENCE REACH: CareerSource Central Florida had 12 media hits appear in the Orlando Sentinel, with a projected audience of 170,018 per media hit.

“Migraines affect 38 million Americans, and are the third most prevalent illness in the world. Nearly 85% of chronic migraine sufferers are women; I know I’ve experienced them my entire life. Migraines can often be severe enough to keep the sufferer from being able to sleep, work, or engage in anything productive. Medication in pill form has had mixed results, but last week a promising study reported trials featuring two migraine-specific, long-acting drugs in (monthly) shot form. This news gives me and millions of others new hope. This new medicine could reduce occurrences to less than 3 a month. Even one less is welcome.”

”

— Pamela Nabors, President/CEO, CareerSource Central Florida
 Quote Published in the Orlando Sentinel CF 100 and Video Published Online



Quarterly Communications & Outreach Report
 FY Quarter 2, 2017-2018
 October 1, 2017 - December 31, 2017

careersourcecentralflorida.com

- | | | |
|----------------------|--|--|
| PAID OUTREACH | » Camping World Bowl
» I-4 Business Magazine (October)
» Orange County Library System
» Orlando Pride | » Orlando Solar Bears
» Rollins College Athletics / University of Florida Gators Football |
|----------------------|--|--|

COMMUNICATION/ BUSINESS RECRUITMENT	TOTAL DIRECT EMAILS SENT	Paychecks for Patriots <i>(October 2017)</i>	Operation Maria Jobs <i>(November 2017)</i>
	48	2 Direct Emails Sent	2 Direct Emails Sent
	24% Average Open Rate	69 RSVPs 28% Average Open Rate	214 RSVPs 37% Average Open Rate
	*Industry standard for open rates is between 4 and 5%		

- | | |
|---------------|---|
| EVENTS | 42 CFEC Job Fair
(2,551 Career Seekers; 93 Businesses) |
| Events | Alorica Hiring Event
(490 Career Seekers;
42 Direct Placements) |
| Events | WKMG/CSCF Hurricane Maria Job Fair
(547 Career Seekers; 39 Businesses) |



Board Retreat Debrief

Pam Nabors, President & CEO
January 22, 2018

collaborate ◀
innovate ◀
lead ◀

CareerSourceCentralFlorida.com ◀

Board Retreat Summary:

1. **Board Received Introduction to Orlando Economic Partnership (OEP)**
 - Tim Guiliani, President/CEO of OEP discussed strategic purpose of merger to create one business advocate voice

2. **State of the Region Presentation**
 - Leadership Team showed that talent is driving regional economic development
 - Snapshot of the Central Florida economy
 - CSCF's financial resources and expenditures since 2014
 - Analysis of Talent Pipeline
 - CSCF Board goals and visual overview of CSCF's organizational process

3. **CareerSource Central Florida Strategies Breakout Sessions**
 - Gert Garman, owner for Board Perspective, LLC, presented guidance and tips and led discussion of 4 questions to support CSCF's process and strategies
 - Group exercises promoted creative, "divergent thinking"

Board Retreat Summary:

A. What career seeker customer does CSCF attract and serve successfully? How can CSCF develop a unique market niche?

- ***“Seeking a long-term relationships, not a one-night stand”*** - CSCF already has an attractive talent pool for existing and new employers coming to the area. They are employable, with work experience, high school diplomas, and some college education.
- ***Create a system that quickly assesses talent and matches it to the appropriate opportunity*** - Help them not just get a job, but focus on a career. Match talent to the right positions. Create a system that quickly assesses talent and matches it to the appropriate opportunity.

Board Retreat Summary:

B. With a population increasing and diversifying in Central Florida, what workforce services will yield the best talent pipeline?

- *Targeted Services to support specific needs for high-growth industries*
- *“Bullcrap & Bullseye” – Focused and targeted – CSCF’s role is the “translator” and “conduit;” the “catalyst” that understands business needs, where the gaps are, and exponential growth.*
- *CSCF works with educational and government partners to ensure the right skills training occurs, and skilled workers are placed in most needed positions.*
 - *Create Business Advisory Groups*
 - *Organize Educational Partners*

Board Retreat Summary:

- C. **Businesses continue to struggle with finding talent that meets their needs. In 2015, CSCF selected 6 sectors: Business & Professional Services, Construction, Healthcare, Hospitality & Tourism, Manufacturing, and Trade & Logistics. Can CSCF support the talent needs of six industries? Given previous year outcomes, what sectors yield the best results?**
- ***“Pick Our Playground”*** - *In which industries can CSCF make a mark? What is the specialized niche that CSCF could be known for and does best? Focus to build our brand on less than six industries.*
 - ***“Everyone Wants to be a Nurse”*** - *Focus on industries that don't naturally draw potential employees, that require some training, and that yield long-term careers. Partner with other resources. Staff understands industry needs. Do we need to drive demand in healthcare careers?*

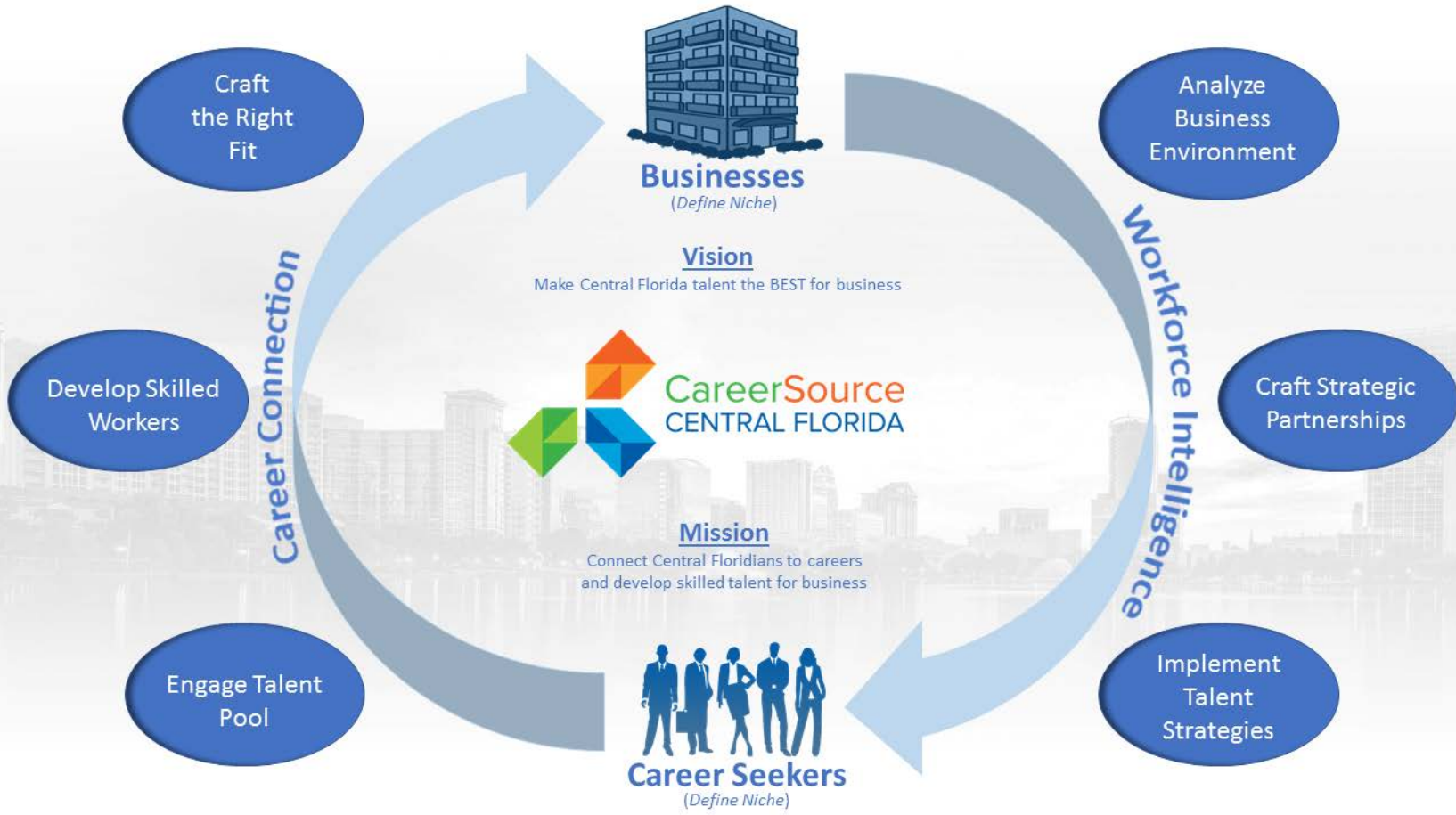
Board Retreat Summary:

- C. **Businesses continue to struggle with finding talent that meets their needs. In 2015, CSCF selected 6 sectors: Business & Professional Services, Construction, Healthcare, Hospitality & Tourism, Manufacturing, and Trade & Logistics. Can CSCF support the talent needs of six industries? Given previous year outcomes, what sectors yield the best results?**
- *“Focus on the Front Door” – Focus on entry-level jobs that have growth opportunities within the targeted industries – add greater focus within identified targeted industries and those entry-level jobs that go unfilled.*
 - *“Pam Said, ‘Actually...’” - How do we measure success? Percent of completers placed? Wages of those placed? Employers finding skilled employees? How can we identify the sector that yielded the best result when we’re not sure of the metric?*
 - *Data analysis/data definitions*
 - *Create marketing plans/communication plans*
 - *Evaluate on a regular basis*

Board Retreat Summary:

- D. Looking into the future, CareerSource Central Florida will have fewer federal resources for training and talent development. How do we attract revenue and/or investment to support ongoing talent development?
- *“CSCF Rebrand” - Push what CSCF does well – demonstrate impact, then new, expanded programs. Identify and develop partnerships, seek corporate grants, and sell services to the business community.*
 - *“CareerSource Central Florida Rebrands in Revenue Diversity Initiative to Demonstrate That Success Breeds Success” - Better articulate the core strengths of CSCF; this leads to increased confidence in the business and donor community, which leads to increased investment, which leads to further opportunity for expansion and innovation. Our continuous improvement and expansion feeds creativity and community solutions that effectively rebrand and refine our value add to the community both for employers and employees.*
 - *Role to identify, develop and seed partnerships*
 - *Seek and apply for private and corporate foundation and grant support*
 - *Identify and implement customized and innovative solutions*

CSCF Board Feedback



collaborate | innovate | lead