



REVENUE DIVERSITY & NEW MARKETS COMMITTEE MEETING

CareerSource Central Florida | 10/21/25

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ISHMENT
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10/21/25 REVENUE DIVERSITY & NEW MARKETS COMMITTEE MEETING DETAILS **Meeting Details****Meeting Agenda****Welcome****Roll Call****Public Comment****Approval of Minutes****Information/
Discussion/
Action Items****Other Business****Adjournment**

What: Revenue Diversity & New Markets Committee Meeting

When: Tuesday, October 21, 2025
1:30 p.m. – 3:00 p.m.

Where: Virtual Option via Zoom:

Link: <https://careersourcecf.zoom.us/j/85710866682?pwd=rGffauyO8ydfJGODtFfNXy8ahJJerL.1>

Dial In: 1 (305) 224-1968 / Meeting ID: 857 1086 6682 / Passcode: 832412

10/21/25 REVENUE DIVERSITY & NEW MARKETS COMMITTEE MEETING AGENDA

Meeting Details Meeting Agenda Welcome Roll Call Public Comment Approval of Minutes Information/ Discussion/ Action Items Other Business Adjournment	Agenda Item #	Topic	Presenter	Action Item
	1.	Welcome	John Gill	
	2.	Roll Call / Establishment of Quorum	Kaz Kasal	
	3.	Public Comment		
	4.	Approval of Minutes A. 5/28/25 Revenue Diversity & New Markets	John Gill	X
	5.	Information / Discussion A. Purpose B. Charter – Annual Review C. Review of FY 24-25 Results D. Current Progress and Updates E. Board Participation and Engagement Opportunities F. Examples of Board Activities to Expand Connections G. Open Discussion & Suggestions from Committee Members H. Next Steps and Closing	Committee Review/Discussion	
	6.	Other Business		
	7.	Adjournment		



Meeting Details

Meeting Agenda

► **Welcome**

Roll Call

Public Comment

Approval of Minutes

Information/
Discussion/
Action Items

Other Business

Adjournment

WELCOME



Meeting Details

Meeting Agenda

Welcome

▶ Roll Call

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Adjournment

ROLL CALL



Meeting Details

Meeting Agenda

Welcome

Roll Call

► **Public Comment**

Approval of Minutes

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Other Business

Adjournment

PUBLIC COMMENT



Meeting Details

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APPROVAL OF MINUTES



DRAFT
Revenue Diversity & New Markets Committee Meeting

Wednesday, May 28, 2025
 3:00 p.m.

MINUTES

MEMBERS PRESENT: John Gill, Sharon Arroyo, Joe Battista, Mark Brewer and Snak Nakagawa

MEMBERS ABSENT: Wendy Ford, Tanisha Gary and Michelle Sperzel

STAFF PRESENT: Marcela DeFaria, Pam Nabors, Tadar Muhammad, Leo Alvarez, Nilda Blanco, Geo Morales, Darya Farsinejad, Vince Bruno, and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome - Mr. Gill, Committee Chair, called the meeting to order at 3:03 p.m. - Introduced: Ms. Farsinejad, Development Manager of Development, and Mr. Morales, Associate Vice President of Strategic Communications.	
2	Roll Call / Establishment of Quorum Ms. Kasal reported a quorum present.	
3	Public Comment None offered.	
4	Action Item <u>Approval of Minutes</u> Reviewed draft minutes from 1/29/25 Revenue Diversity and New Markets Committee Meeting (attachment).	A motion was made by Mr. Brewer to approve the minutes from the 1/29/25 meeting. Mr. Nakagawa seconded; motion passed unanimously.
5	Information / Discussion / Action Items - Ms. DeFaria will be staff lead for this committee moving forward. <u>Results thru 5/28/25 (attachment)</u> - Reviewed: - Funding results for FY 2024-2025, 7/1/24 thru 5/28/25. Currently exceeding annual \$6M goal by 111% (\$6.7M). - Details on grants awarded per funder. - Board giving details; currently at 92% Board Contribution Rate. "Pouring with a Purpose" event was a success and helped to increase board participation. - Pending contracts and declined awards. - Ticket To Work: - CSCF has been facing challenges with the new government rule that a TTW customer case is	



	dropped if staff cannot reach <u>customer</u> after 90 days. This has resulted in decrease in caseloads. – Staff looking at alternate ways to reach out – i.e. 1) sending text with a link for TTW to reply back; 2) incentivizing for customers to stay in contact. – Will need to adjust target down to around \$120,000 for FY 2025-2026 <u>Corporate Strategy (attachment)</u> • Reviewed: – Donor Cycle graph – depicting a road map of the steps in CSCF's process to cultivate relationships with its donor partners. – Areas of focus for each corporate strategy: 1. Research & Identification 2. Discovery & Needs Assessment 3. Cultivation & Stewardship 4. Solicitation – Corporate strategy cadence: the frequency of specific strategic activities – Currently working on organizing interactions with each relationship via CRM (Customer Relation Management) system (Salesforce). Committee feedback: – Corporate giving will likely grow this year. – Have a conversation – explain to prospective donor that CSCF's ultimate goal for individuals to get and keep a job depends on multiple interconnected "pillars"—each one supports the others, and success requires all of them working together. – Find ways to collaborate with Board Members on strategies to engage and connect prospective individuals from their networks to CSCF. <u>FY 2025-2026 Development Goals</u> • Reviewed FY 2025-2026 Goals: \$5M attainment, \$7M projected proposal totals and \$3M state funding opportunities.	
7	Other Business • A signature breakfast event is being planned for 9/16/25 as an opportunity to celebrate CSCF's partnerships in the community. Stay tuned for further details.	



	Career Solutions Update: • Having revenue generating discussions. • Ran a High School Career Express pilot last year. • Focus on storytelling and what strategies will come from that. • Working on pilot project with Heart of Florida United Way to support youth ranging from eighth graders to post-secondary.	
8	Adjournment There being no other business, the meeting was adjourned at 4:01 p.m.	

Respectfully submitted,

Kaz Kasal
Executive Board Coordinator

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Meeting Agenda

Welcome

Roll Call

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Other Business

Adjournment

INFORMATION/ DISCUSSION/ ACTION ITEMS



PURPOSE



CHARTER ANNUAL REVIEW



Revenue Diversity and New Markets Committee Charter

Purpose:

The Revenue Diversity and New Markets Committee reports to the Board of Directors and provides strategic oversight in the development of CareerSource Central Florida's short-term and long-term revenue growth strategies, specifically the development of new, diversified funding streams.

Fostering diversified revenue is one of the top priorities for the Board of Directors, as this funding not only provides organizational stability when federal monies vary year-over-year, but also increases the organization's ability and resources to evolve and create innovative, and future concepts to serve the region's businesses and residents.

Goals:

Through strategic advisory meetings 3-5 times a year, committee members will contribute insights and review strategies to support CSCF in achieving the following goals:

1. Identify and create strategies to increase CareerSource Central Florida's diversified revenue streams (Non-FloridaCommerce Funding), resulting in Organizational growth, stability, sustainability, and greater flexibility in the delivery of services.

Metric: Develop a one-, three-, and five-year revenue growth plan. Create a budget to measure progress against goals and make adjustment recommendations when necessary.

2. Provide strategy and oversight over CareerSource Central Florida's General (Unrestricted) Funds.

Metric: Develop a one-, three-, and five-year business plan that includes projected unrestricted revenue growth, reinvestment of funds, and reserve balance. Annual budgets will be measured against actual and adjustment recommendations will be made when necessary.

Responsibilities:

- Review and provide guidance with respect to CareerSource Central Florida's short and long-term diversified revenue growth initiatives.
- Periodically, review and evaluate CareerSource Central Florida's progress in implementing its short and long-term strategic revenue growth plans, discuss appropriate modifications to such plans to reflect changes in market or business conditions and recommend appropriate action to the Board as necessary.
- Serve as an ambassador to CareerSource Central Florida in the business community and provide insights and opportunities with partner contacts that could lead to new or enhanced funding opportunities.



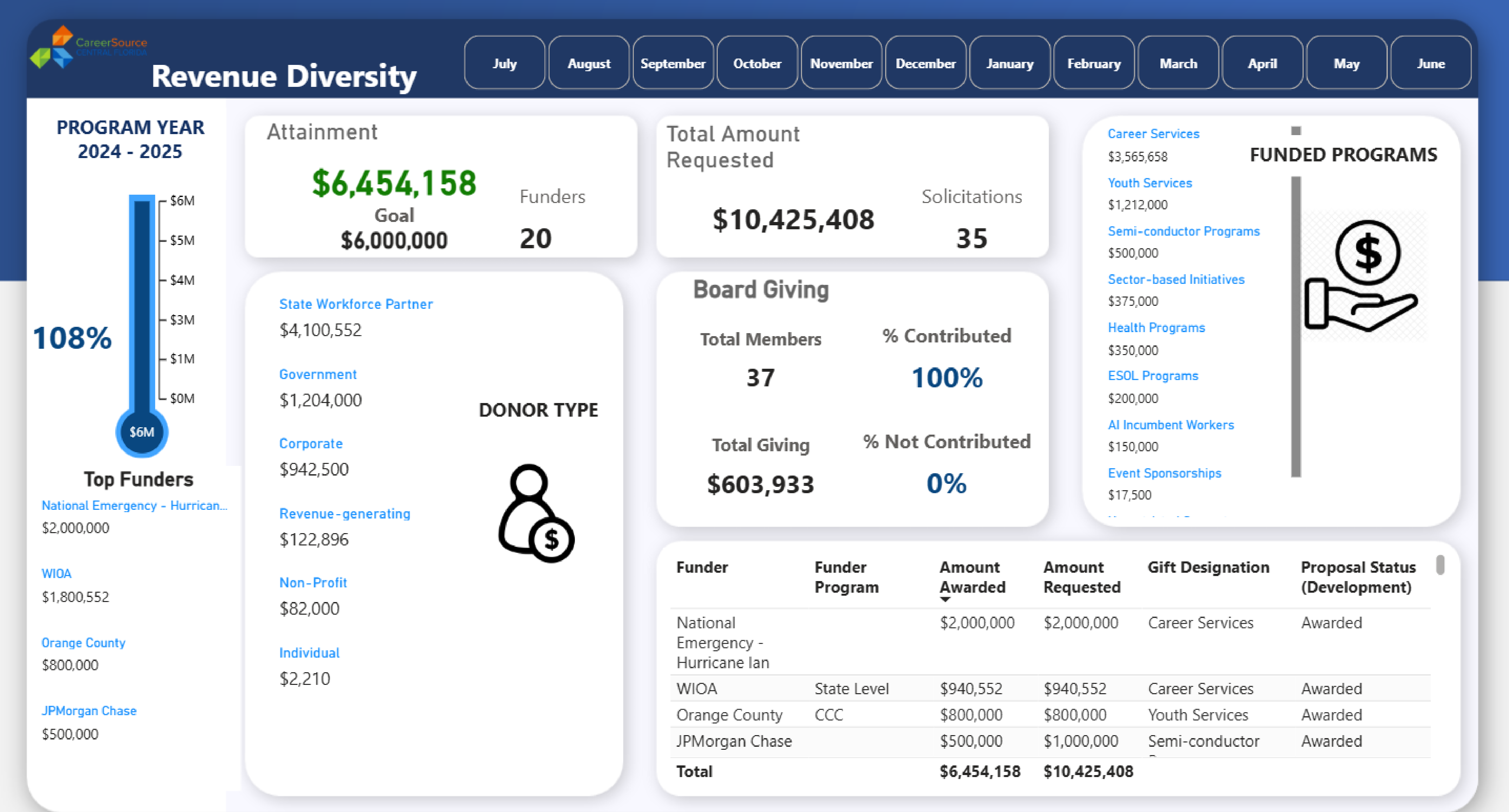
Structure:

- The committee reports to the Board of Directors.
- The Board Chair appoints all committee members and designates the Committee Chair.
- Members must be able to participate in 3-5 committee meetings per year. As feasible, members will serve as CSCF executive ambassadors within their own professional circles to promote the organization's contributions and services in the community.
- The Committee Chair is responsible to report on the Committee activities at the full Board meeting. (NOTE: All committee meetings are open to the public and all minutes and agendas are accessible on the CareerSource Central Florida website.)
- Relevant materials for each meeting will be emailed to members one week prior to scheduled meeting.
- The Committee's staff liaison is the Vice President/Chief Financial Officer. Contact information is cell (407) 325-0659; email LAlvarez@careersourcecf.com

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REVIEW OF FY 24-25 RESULTS



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CURRENT PROGRESS & UPDATES



Revenue Diversity

Program Year

2025-2026



Top Funders

- TANF - Supplemental
\$550,000
- State Rural Initiative
\$300,000
- WIOA
\$300,000
- Florida Commerce
\$180,000

Attainment

\$1,583,172

Goal
\$6,000,000

Funders
22

Total Planned Solicitation Amount

\$3,282,672

Solicitations
47

Career Services

\$978,572

Youth Services

\$180,000

Culinary Programs

\$90,000

Event Sponsorships

\$34,600

FUNDED PROGRAMS



DONOR TYPE



State Workforce Partner

\$1,548,572

Corporate

\$25,500

Individual

\$5,100

Non-Profit

\$3,000

Government

\$1,000

Foundation

\$0

Board Giving

Total Members

35

% Contributed

51%

Total Giving

\$15,113.25

% Not Contributed

49%

Funder	Amount Awarded	Amount Requested	Gift Designation	Proposal Status (Development)
TANF - Supplemental	\$550,000	\$550,000	Career Services	Awarded
State Rural Initiative	\$300,000	\$600,000		Submitted
WIOA	\$300,000	\$300,000	Career Services	Awarded
Florida Commerce	\$180,000	\$180,000	Youth Services	Awarded
Total	\$1,583,172	\$3,282,672		

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Tuesday, September 16, 2025 | 8:00 A.M.
Winter Park Events Center

Welcome

We are honored to celebrate the impact of workforce development in Central Florida. Today, we recognize the individuals and organizations who inspire, innovate, and transform our community.

PRESENTED BY **Addition**

Program

Networking & Breakfast
Opening Remarks
Keynote Address
Awards Ceremony
Closing Remarks

Featured Speakers

Emcee

Nancy Alvarez
Anchor, WESH 2 News

President & CEO, CareerSource Central Florida
Pamela J. Nabors

Board Chair, CareerSource Central Florida
Sheri Olson

Keynote Speaker

Brad Turner-Little
President and CEO, National Association of Workforce Boards

Special Recognition

Community Impact Award
Career Seeker of the Year Award
Business Workforce Champion Awards
Excellence in Strategic Partnership Awards
Aspire Youth Awards
Employer of the Year Award
The Spirit of CareerSource Central Florida Award

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GIVE TODAY



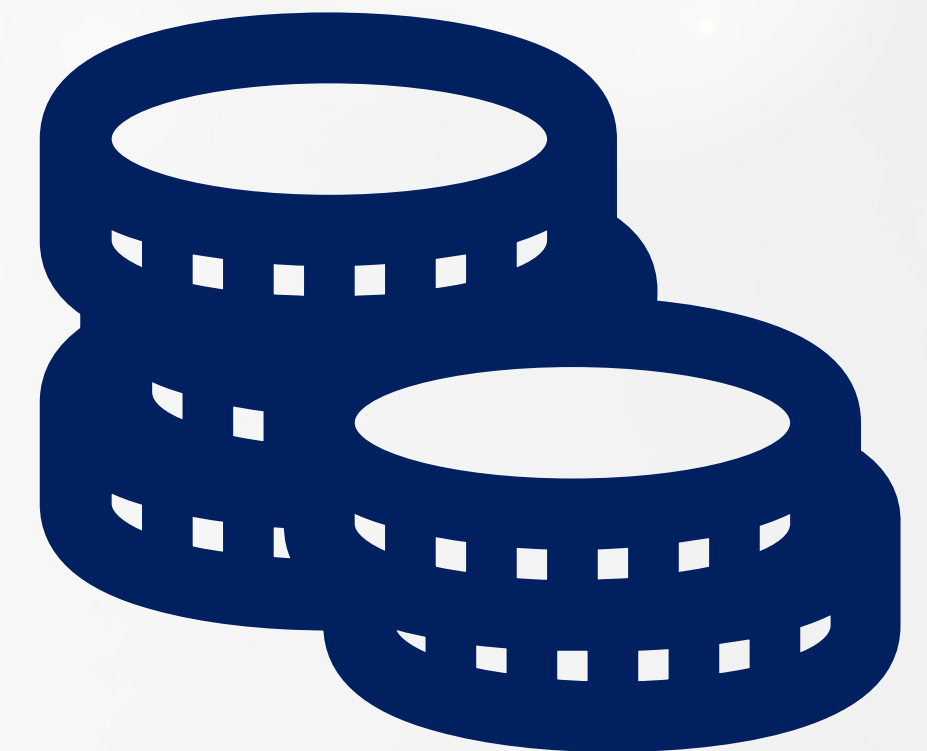
EVENT FINANCIALS

TOTAL EVENT REVENUE

\$53,475

REVENUE BREAKDOWN

SPONSORSHIPS	\$49,000
TICKETS	\$1,875
EVENT GIVING	\$2,600
TOTAL	\$53,475



Budgeted Expenses: \$27,520
YTD Actual: \$19,277.20*

*Will be finalized by end of October.

Our 30th Anniversary is Next Year

- ▶ Ideas for 30th year:
 - ▶ 30th anniversary committee?
 - ▶ How can the board be involved?
 - ▶ We're considering doing a mini fundraising campaign - thoughts?
 - ▶ Condensed/smaller version of a capital campaign
 - ▶ Goal?
 - ▶ Focus on funding an endowment?
 - ▶ Big prize drawing of chance
 - ▶ Feasibility study / analysis - now until December
 - ▶ Silent phase: January-August
 - ▶ Public launch at the Rise & Thrive event?
 - ▶ Typically a minimum of 60% should be raised by public launch
- ▶ board involvement in 30th anniversary activities and fundraising
 - ▶ 30th anniversary committee?
 - ▶ Thoughts on fundraising campaign? Endowment campaign?

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BOARD PARTICIPATION & ENGAGEMENT OPPORTUNITIES



YTD Board Giving Participation July 2025 – June 2026

Total Cash Gifts (individuals and companies)	\$15,113.25	
Total In-Kind gifts	7	
Total Board Members Eligible to Give	35	
Total Donors (Cash and In-Kind)	18	51.43%
Total Pledges	1	5.56%



EXAMPLES OF BOARD ACTIVITIES TO EXPAND CONNECTIONS

Board Meeting Activities around Revenue Diversity/Fundraising

- ▶ Dedicating time in a meeting to discuss how each board member can help advance our mission, both through giving and through connections.
- ▶ Strengthening board engagement by helping members identify how their personal and professional networks can directly advance CSCF's mission: through giving, advocacy, introductions, and strategic connections.
- ▶ Can be less than 30 minutes of activities and discussion.
- ▶ Board engagement packet with:
 - ▶ Updated pledge form/ways to give
 - ▶ List of upcoming activities and events
 - ▶ Quick Facts / Sound bites / Cheat Sheet on how to advocate for CSCF in community.
 - ▶ Brainstorm / networking worksheets for use during meeting

Ways to Give

- ▶ How can board members help with revenue diversity?
 - ▶ Individual gift
 - ▶ Company gift
 - ▶ Cash gift
 - ▶ In-kind gift
 - ▶ Planned gift
 - ▶ Sponsor events
 - ▶ Purchase tables or tickets to events
 - ▶ Connect us with your networks
 - ▶ Help us connect with company or foundation decision makers
 - ▶ Host a fundraising “Get to know CSCF” dinner at their homes with leaders
 - ▶ Become a member of the “gratitude committee” to help us thank our donors
 - ▶ Give us ideas for fundraising
 - ▶ Ask for support on our behalf

Activities

- ▶ Relationship / Network Map
- ▶ Share their CSCF Stories
- ▶ Prospect Pathways - on a wall or in groups
 - ▶ List our top 15-25 target organizations
 - ▶ Who knows them?
 - ▶ Who are their influencers?
 - ▶ Best partnership fit - philanthropy, HR/workforce, Corporate Social Responsibility, CRA
 - ▶ Right first ask (tour, table sponsorship, pilot a program, internship slots, advisory/board seat)

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OPEN DISCUSSION & SUGGESTIONS FROM COMMITTEE MEMBERS



NEXT STEPS & CLOSING



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► Other Business

Adjournment

OTHER BUSINESS



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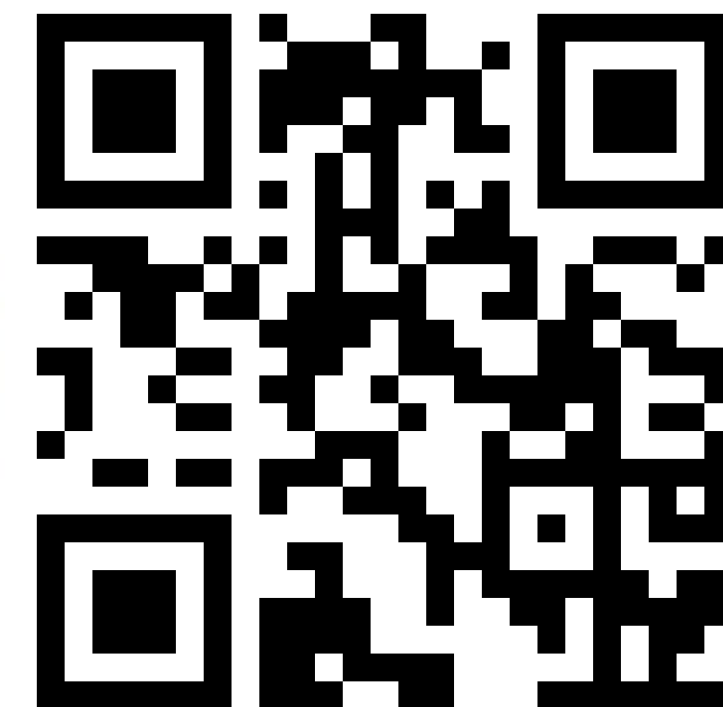
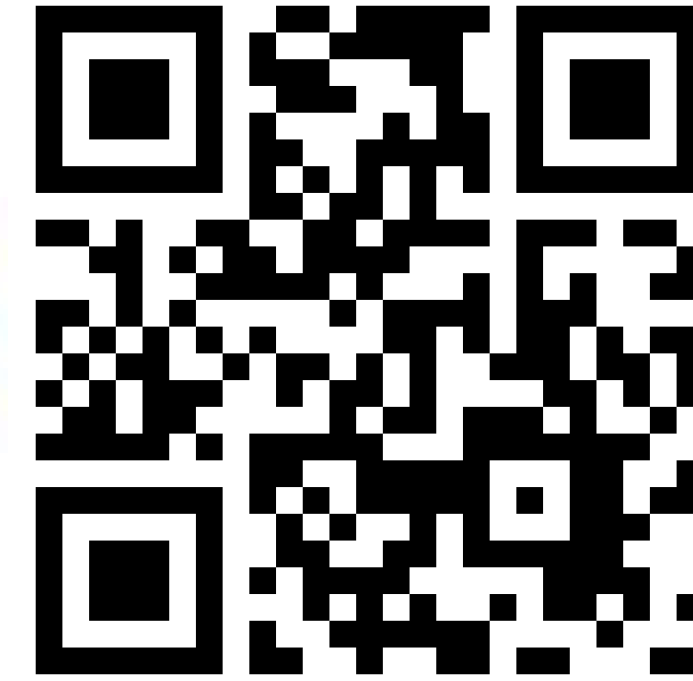
Other Business

► **Adjournment**

ADJOURNMENT



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