



COMMUNITY ENGAGEMENT COMMITTEE MEETING

CareerSource Central Florida | 10/27/23

[CareerSourceCentralFlorida.com](https://www.CareerSourceCentralFlorida.com)

10/27/23 COMMUNITY ENGAGEMENT COMMITTEE MEETING DETAILS

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Information/

Discussion/

Action Items

Other Business

Adjournment

What: Community Engagement Committee Meeting

When: Friday, October 27, 2023
2:30 p.m. – 4:00 p.m.

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

or

Virtual Option via Zoom:

Link: <https://careersourcecf.zoom.us/j/87324699900?pwd=ckZVdm5LeEt0b2VRZDc0dnZhckZWQT09>

Dial In: 1 (929) 205-6099 / Meeting ID: 873 2469 9900 / Passcode: 437594

10/27/23 COMMUNITY ENGAGEMENT COMMITTEE MEETING DETAILS

	Agenda Item #"	Topic	Presenter	Action Item
Meeting Details	1.	Welcome	David Sprinkle	
Meeting Agenda	2.	Roll Cal / Establishment of Quorum	Kaz Kasal	
Welcome	3.	Public Comment		
Roll Call	4.	Approval of Minutes A. 6/8/23 Community Engagement Committee Meeting	David Sprinkle	
Public Comment	5.	Information / Discussion / Action Items A. Charter Annual Review B. FY 2022-2023 Year-End Results C. Mission Video D. Website Review Discussion & Activity E. Board Member Toolkit Insights F. Social Media Persona Review & Implementation G. Next Meeting Location Discussion	Committee Review/Discussion	
Approval of Minutes	6.	Other Business		
Information/ Discussion/ Action Items	7.	Adjournment		
Other Business				
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
 Thursday, June 8, 2023, 10:00 am
 MINUTES

MEMBERS PRESENT: David Sprinkle, Gui Cunha, Tanisha Nunn Gary, John Gyllin, Renee Quintanilla, Stella Siracusa, and Wayne Weinberg

MEMBERS ABSENT: Roger Pynn and DeAnna Thomas

STAFF PRESENT: Emily Kruszewski, Tadar Mohammad, Lisa Jacobsen, Crystal Lee, Meghan Driscoll, Abigail Bass, Fabia Diaz, and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome <ul style="list-style-type: none"> • Mr. Sprinkle, Committee Chair, called the meeting to order at 10:05 pm and welcomed attendees to the West Orange County Career Center. 	
2	Roll Call / Establishment of Quorum <ul style="list-style-type: none"> • Ms. Kasal reported quorum present. 	
3	Public Comment <ul style="list-style-type: none"> • None offered. 	
4	Approval of Minutes <ul style="list-style-type: none"> • Reviewed minutes from 2/2/23 Meeting (attachment). 	Mr. Cunha made a motion to approve the minutes from the 2/2/23 Community Engagement Committee meeting. Mr. Weinberg seconded; motion passed unanimously.
5	Information/Discussion <p><u>MarComm 2022-2023 Recap</u></p> <ul style="list-style-type: none"> • Reviewed CSCF Communications' outreach activities and impact from 7/1/22 thru 5/31/23, as well as overall strategies (attachment). <p><u>Website Audit Discussion</u></p> <ul style="list-style-type: none"> • Reviewed a homework assignment in which the Committee is tasked to audit the CSCF website and provide their feedback from a customer/business perspective. <p><u>Center Marketing Tour & Feedback</u></p> <ul style="list-style-type: none"> • The Committee took a tour of the West Orange County Career Center and provided the following feedback: <ul style="list-style-type: none"> - Center is clean and bright; likes the accented walls and messaging - Good areas of workspace and tables - Look into providing a play area for children, so parents can better focus on their job search activities - Entrance area could use some more space for entering and being welcomed with a smile and warm greeting - Should always have a staff at the front to welcome, their demeanor should be welcoming, with a smile - Trust is everything – staff need to be welcoming 	



	<ul style="list-style-type: none"> - Glass is good – see what’s happening - The “space” theme is confusing – would be more suited for Brevard County as there is the space program in that county. - Each Center’s walls should display the jobs prominent in their specific area or county – i.e. a wall wrap reflecting the construction industry. - The messaging in the Connections Room should be out where everyone can see it – it inspires, gives hope: <ul style="list-style-type: none"> o <i>Connecting Central Floridians to Careers</i> o <i>Developing Skilled Talent for Businesses</i> - Modify stations/desks by reconfiguring the charging outlets, so no tripping hazards - Have more workstations with computers – not everyone has a laptop - Have a kiosk at the front entrance for people to use while waiting. Have staff on hand to provide prompt assistance, so people do not have to look for someone. - Have content on TVs and digital options for customers - Have the right balance of brochures vs. QR codes - Great sign on outside of building, but need to have additional signage pointing to the entrance into building - Floor signage “footsteps” would be great “one step closer to your next job” - If there is a lot of phone activity, the staff’s half-walls do not help dampen sound. - Job title Career Coach instead of Career Consultant, and use guest vs. customer - Provide staff a coffee maker; they shouldn’t have to bring in their own - Have water available – perhaps partner with a company that would sponsor the water 	
7	<p>Other Business</p> <ul style="list-style-type: none"> • None offered. 	
8	<p>Adjournment</p> <ul style="list-style-type: none"> • Meeting was adjourned at 11:06 a.m. 	

Respectfully submitted,

Kaz Kasal
Executive Coordinator



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INFORMATION/ DISCUSSION/ ACTION ITEMS



ANNUAL CHARTER REVIEW



Community Engagement Committee Charter

Purpose:

The committee is charged with contributing their leadership and business experience to help CareerSource Central Florida (CSCF) achieve its vision of *inspiring people, transforming businesses, and elevating the Central Florida community* across the five-county region.

Goals:

Through strategic advisory meetings 4-6 times a year, committee members will contribute insights and review strategies to support CSCF in achieving the following goals:

1. Inspire residents and business leaders to engage in the many services CSCF offers to help improve their financial success and career growth.

Metric: Determine key qualitative and/or quantitative metrics that will assess conveying target messaging to audiences and drive business for the organization.

2. Create strong awareness and appreciation among critical civic and business stakeholders for the role CSCF serves to elevate the communities and economy of the five-county region.

Metric: Assess base level of stakeholder knowledge of the organization's programs and services through an initial community organization survey. Resulting feedback will then inform the development of an updated strategic community plan.

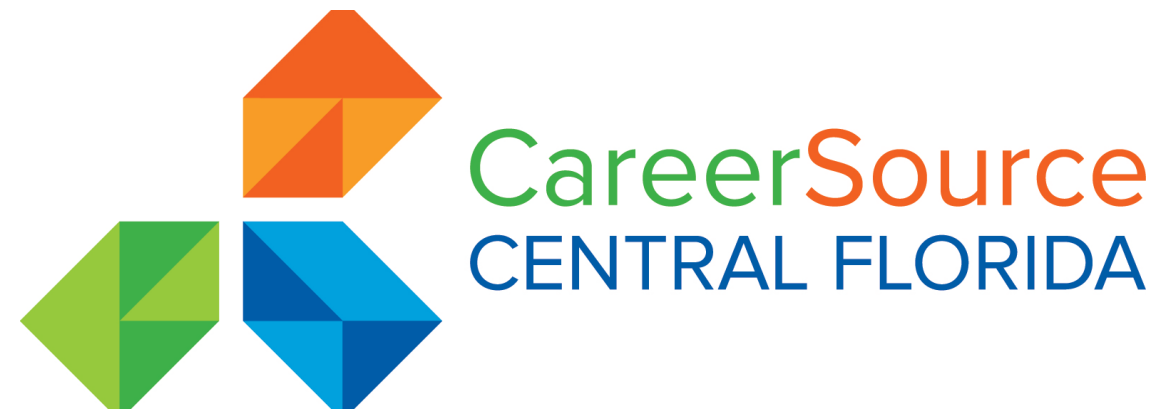
Responsibilities:

Provide guidance and counsel on community plans and outreach initiatives to ensure alignment with key industry, civic and economic development organizations.

Provide feedback on communications and marketing messaging that tells the CSCF story of services we offer and our role in creating a stronger, more prosperous local community for businesses and residents alike.

Serve as the "eyes and ears" of CSCF in the business community and provide insights that assist CSCF in ensuring that appropriate business needs are being addressed and messaging and programs are resonating with the community.

Review annual budget to ensure CSCF is serving as fiscally responsible stewards in all communications and community and stakeholder engagement programs.



Structure:

- The committee reports to the Board of Directors.
- The Board Chair appoints all committee members and designates the Committee Chair.
- The committee is comprised of both board and non-board community leaders and regional experts in marketing, public relations, government relations and/or communications.
- Members must be able to participate in 4-6 committee meetings per year. As feasible, we also request that members 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.
- Please note that 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 emailed to members one week prior.
- Committee's staff liaison: Vice President of Strategic Communications ~~Becca Bides~~ Emily Kruszewski. Contact information is cell ~~(407) 280-5037~~ (407) 868-3284; email ~~BBides@careersourcecf.com~~ ekruszewski@careersourcecf.com.



COMMUNICATIONS AT-A-GLANCE PY22-23

CareerSource Central Florida | 10/27/23

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MARKETING OUTREACH

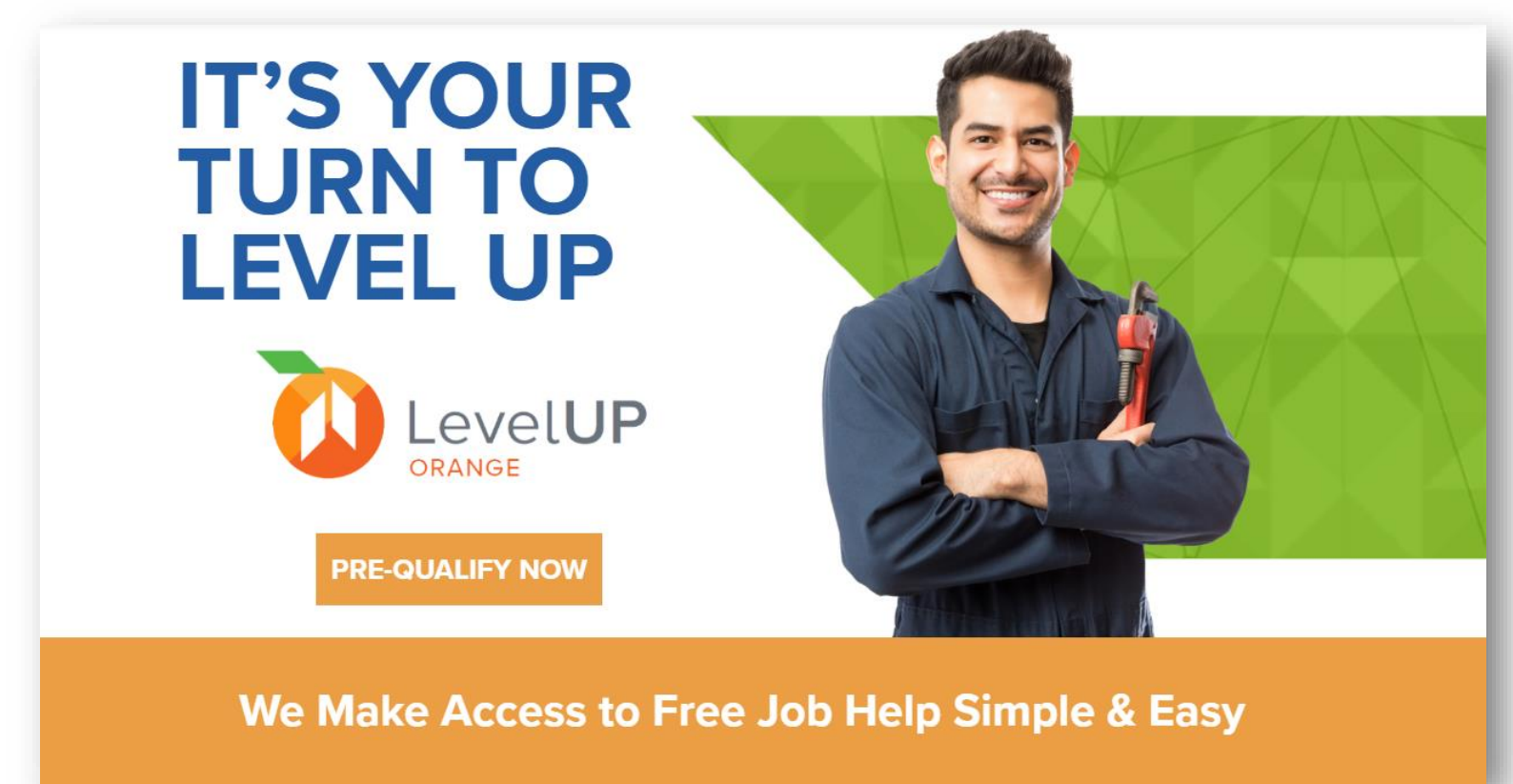
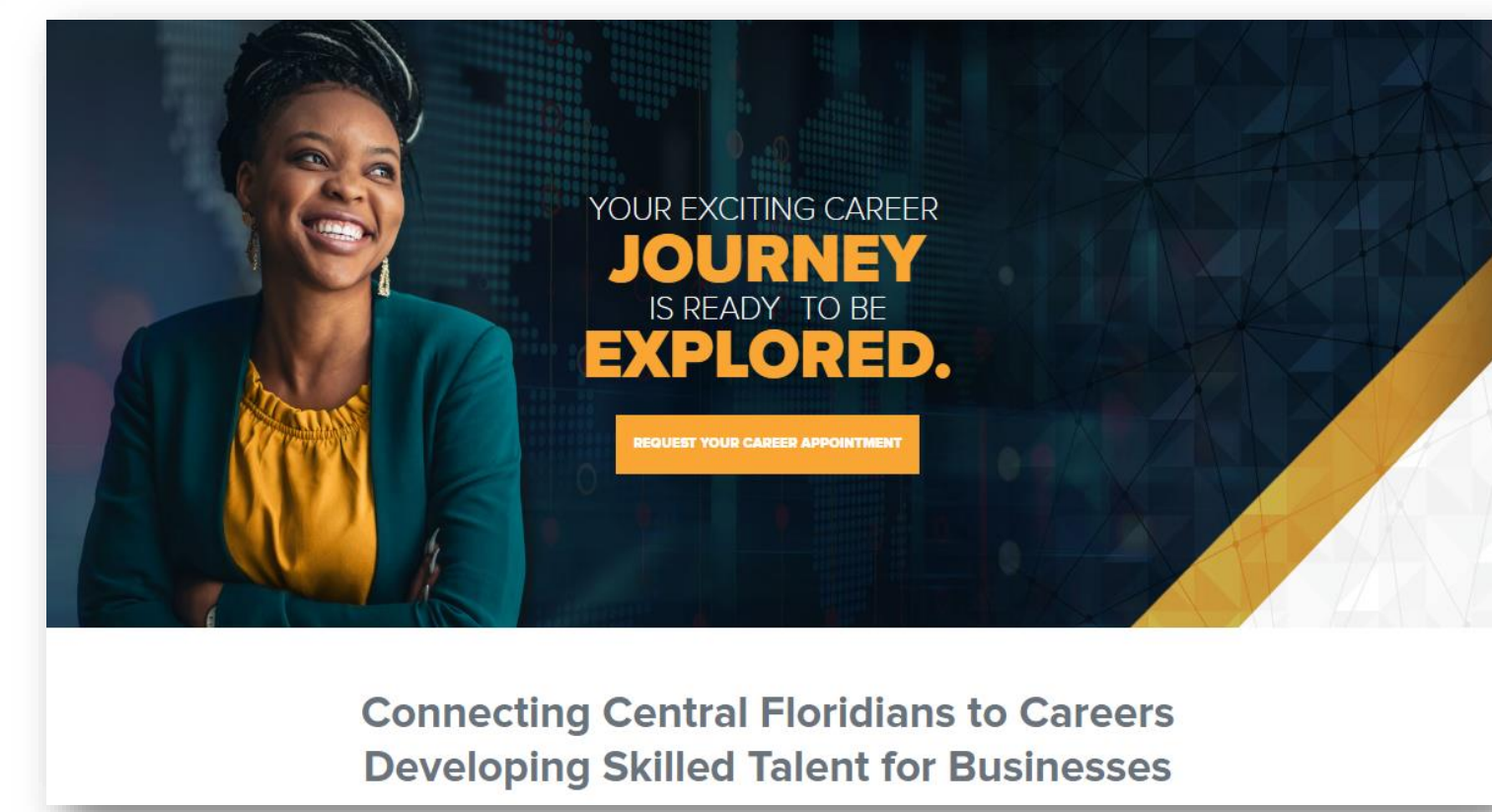
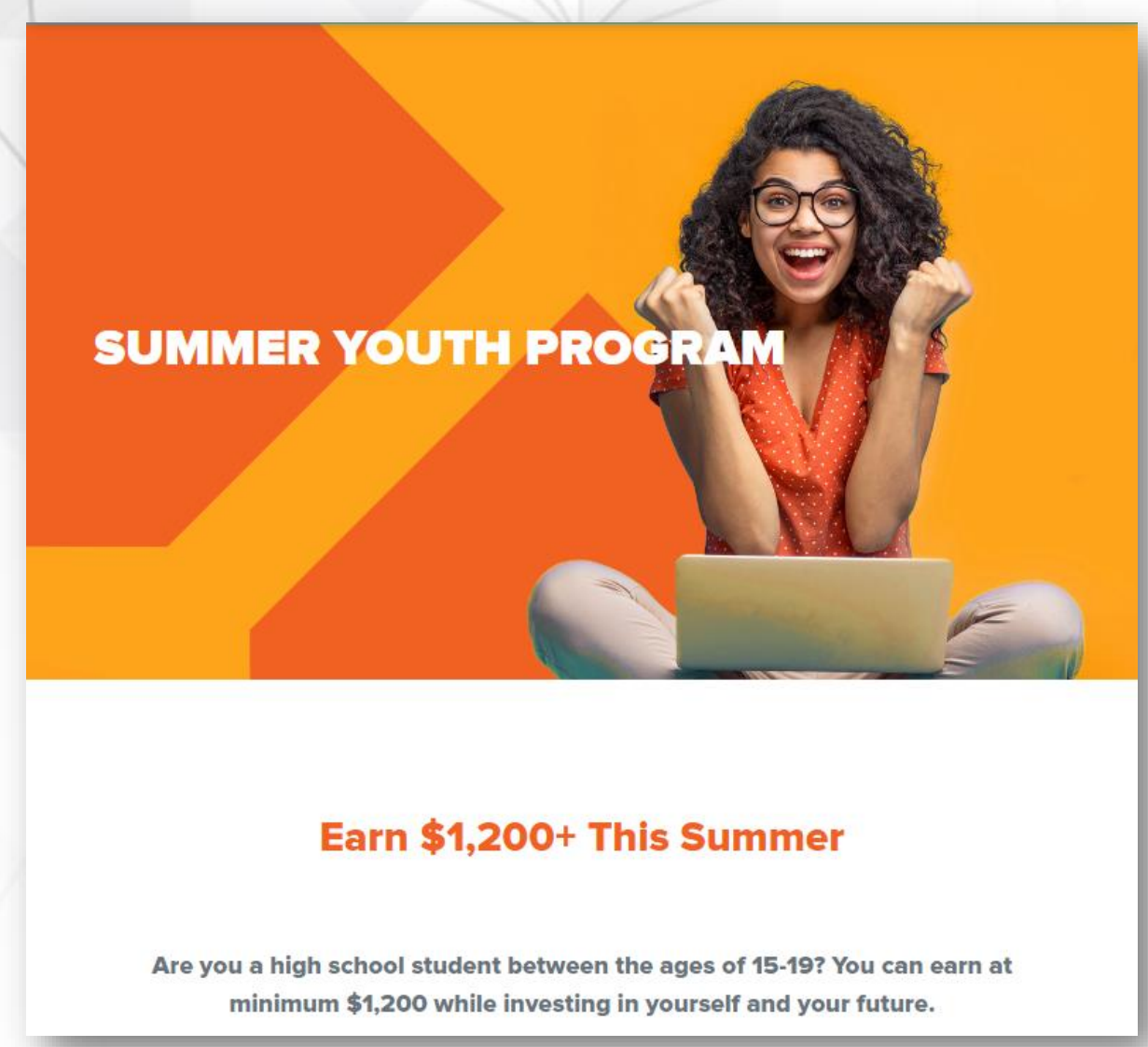
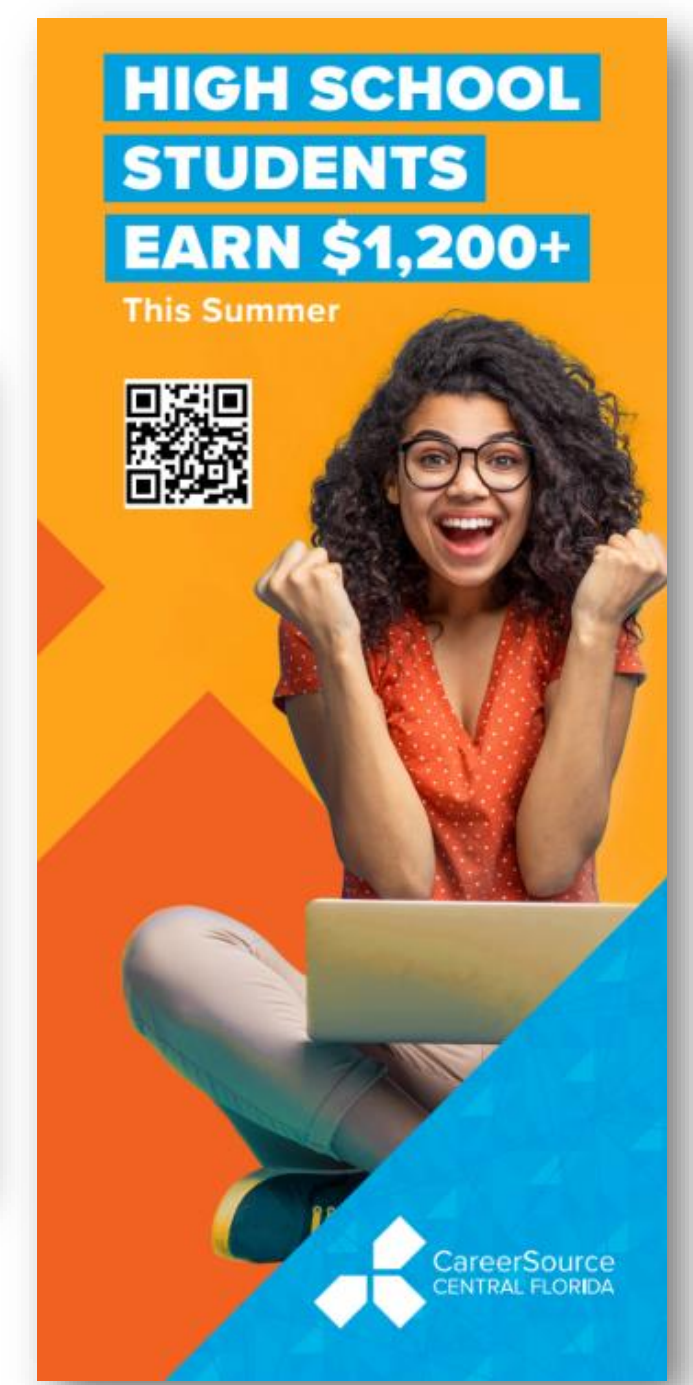
11.2M

Increased Brand Awareness to Central Florida Residents

240.7K

Unique Website Visitors

+21%



MEDIA RELATIONS

312

Placements

557.7M

Impressions



WILLIE J. ALLEN JR./ORLANDO SENTINEL

Encouraging youth employment

Jones High School student Adam Sutton talks about his experiences at Out of Many Street + Sol Kitchen as Mayor Buddy Dyer and others listen at the Harramore neighborhood restaurant in Orlando on Wednesday. Business owners and students united for the kickoff of the City of Orlando's Summer Youth Employment Program. The partnership with CareerSource Central Florida helps to support the city's efforts to create a more equitable community for residents by providing access to opportunities to help them thrive. Annually, the program employs more than 300 youths in jobs throughout the community.



Volume 100 Number 32 Friday, August 12, 2022 / 50 cents

Apopkan finds full-time employment through work program

When summertime many youth in Central Florida are looking for something to do that might earn a little financial or work experience, CareerSource Central Florida's Summer Youth Program comes into play. Apopka resident Natalie Carpio is one of those students across the region that have participated in the program.



Natalie Carpio

Florida's Summer Youth Program and best of all, it landed her a job in Apopka at The Coca-Cola Company. Having learned about the Summer Youth Program during her junior year at Apopka High School and curious about the opportunities, she signed up and began a life-changing journey. The Summer Youth Program gave Carpio real-world knowl-

her family and save money for college. She applied to the same company in 2019 through the Summer Youth Program. "I didn't come from a lot of possibilities. The Summer Youth Program opened a lot of doors and changed my life," said Carpio. Now, she works full-time as a scheduler for The Coca-Cola Company, and she hosted a Summer Youth

Program intern for the first time. She said she is grateful for the opportunity to give a student a chance to learn new skills and mentor youth in her community. "The Summer Youth Program was not only beneficial to me, but it has been for a lot of youth in the community. It isn't just about looking for a job, but also looking to grow and learn new skills," said Carpio. She recognizes that CareerSource Central Florida's alignment with the Apopka community impacted her future and the lives of others who joined the program. It is because of communities like the city of Apopka, the support of Mayor Bryan Nelson, and businesses like The Coca-Cola Company that unite

See CARPIO Page 12A



Workforce pro Pam Nabors talks job and employer trends in Central Florida

Sponsored Content Jul 26, 2022

Celebrating 10 years leading the official workforce development board for five counties, CareerSource Central Florida President and CEO Pam Nabors takes some time to share her insights on trends the company is seeing locally and regionally in today's workforce from a business and consumer perspective.

What makes Central Florida a great place to work?

Pam Nabors: Central Florida is a unique place to work, with a diverse selection of industries to specialize in. We are known for our theme parks, but we're also leading the U.S. in high growth industries, including manufacturing, technology, defense, aviation and health care. We're creating new and

Central Florida businesses see success with upskilled talent and free resources

CareerSource Central Florida lends a supportive hand to local businesses with training programs, business services and talent matching at no cost

Sponsored Content Sep 2, 2022

It's no surprise businesses are still feeling the sting from COVID-19 and its impact across Central Florida and the globe. These are unprecedented times and businesses, especially small to mid-size businesses, need help to continue serving their customers.

At CareerSource Central Florida (CSCF), we understand the



CareerSource Central Florida mission is to let local businesses

July 1, 2022 – June 30, 2023

SOCIAL MEDIA Highlights

21.2K
Social Media Followers
+13.9%

253
Social Media Mentions
From Partners

Social Media Follower Comparison				
	Facebook	LinkedIn	Instagram	Twitter
CS Central Florida	10.6K	7.9K	746	2.1K
CS Florida	19K	11.1K	1.6K	10.4K
CS Brevard	6.9K	3.9K	1K	2.7K
CS South Florida	15K	1.8K	1.9K	1.1K
CS Flagler Volusia	2.6K	814	N/A	737

*Data from July 1, 2022 – June 30, 2023, from Sprout Social. Increases are year-over-year comparisons with previous PY. YoY comparison not available for social media mentions but will be available moving forward.

MISSION VIDEO

Feedback Highlights – Website Audit

Thank you for those who completed the website audit homework. Here is a brief recap of the feedback:

- The images are too large and may not speak to every audience
- Less copy is more
- Our verbiage is inspirational, but may not speak directly to who is visiting our website
- We should highlight the industries available
- The branding was consistent
- It was easy to navigate for the most part
- Some pages go off the CSCF page

What's Next:

- Continue with deeper audits to help evolve and enhance the website
- Making adjustments to copy and imagery - currently working on this with the organization
- Launching a new video page with organic and branded content
- Generating consistent and user-friendly navigation on the CSCF webpage

Let's take it a step further...



ACTIVITY

CSCF Youth Landing Page – let's take a look....here are some questions to get us started:

- What catches your eye?
- What would you change about this page?
- What does the imagery say to you?
- What is missing?
- Is it user-friendly?
- What recommendations do you have?

[Young Adults | CareerSource Central Florida](#)



BOARD TOOLKIT DISCUSSION



SOCIAL MEDIA PERSONAS

Our priority in the Marketing/Communications division at CSCF is storytelling to reach the right audiences at the right time and where it has impact. This includes storytelling on our social channels. We've identified some key audiences (personas) to engage with. Let's discuss some ideas to engage with these two highlighted personas below.

Personas:

- **Single Mother**
- Youth
- Encore
- Veteran
- Disabled
- Barriers
- **Gen Z**
- Hispanic
- Business Partner
- Community Partner
- Government

Single Mom



Imani Jackson, 34

“Providing for my kids is my priority.”

Goals

Finding a stable job that makes enough to support her family of three. Imani is also aiming to get training in a new field, nursing.

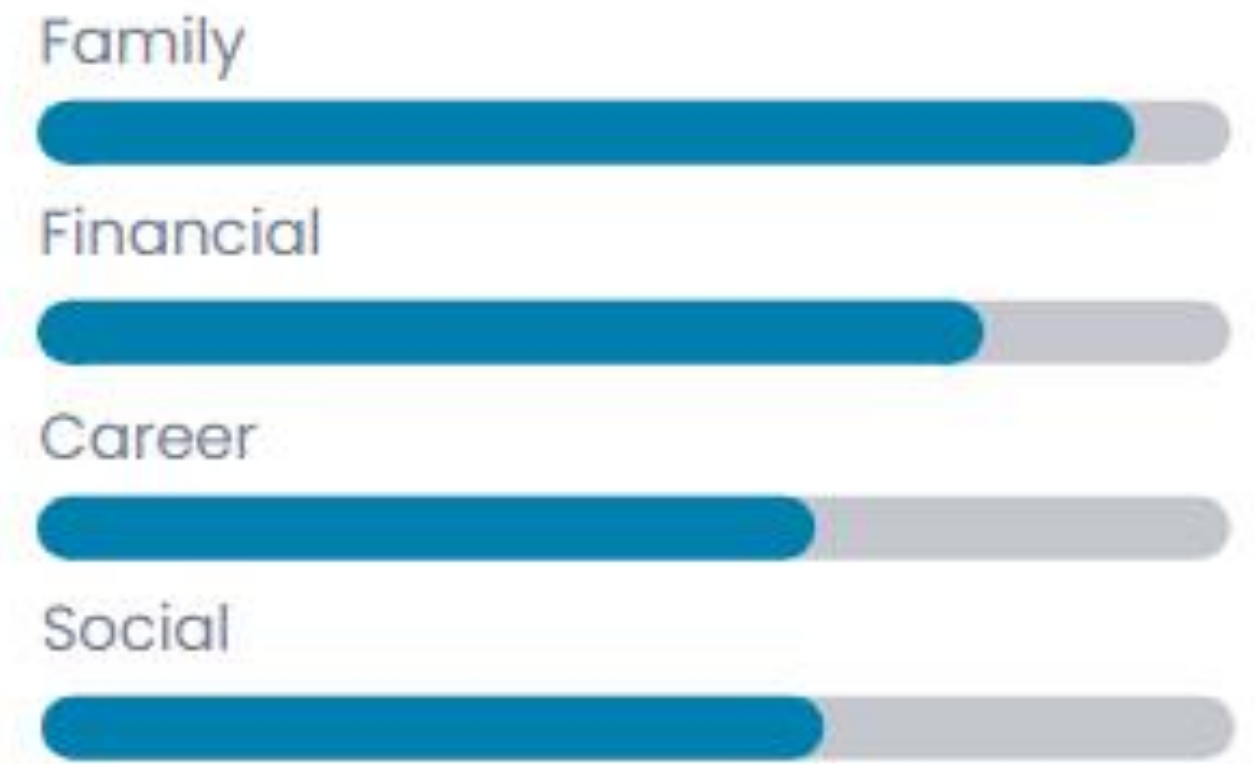
Motivations

Her kids are her highest priority in life. As a single Mom, she wants to make sure they have everything they need.

Frustrations

Affording childcare services, finding a job that also has health benefits, and having to use several job websites to find leads.

Motivations



Daily Routine

Wakes up, drops kids off at school, job hunting and temping, picking kids up, family dinner and homework, quiet time

Education

 Bachelor's

Affinities

- Theme Parks
- Beach Days
- Local Eats
- Church
- PTA
- Social Media
- Cooking
- Thrifting

Personality



Brands



Gen Z



Robert Johnson, 25

“I want to become a manager.”

Goals

Finding a career in a new field of interest with more work-life balance. Robert worked in the hospitality industry until the pandemic hit.

Motivations

Robert has some college but wants to get additional education. He also wants to be in a managerial role.

Frustrations

Laid off during COVID-19 pandemic. Doesn't have all the skills needed to transition to a new career that interests him.

Motivations



Daily Routine

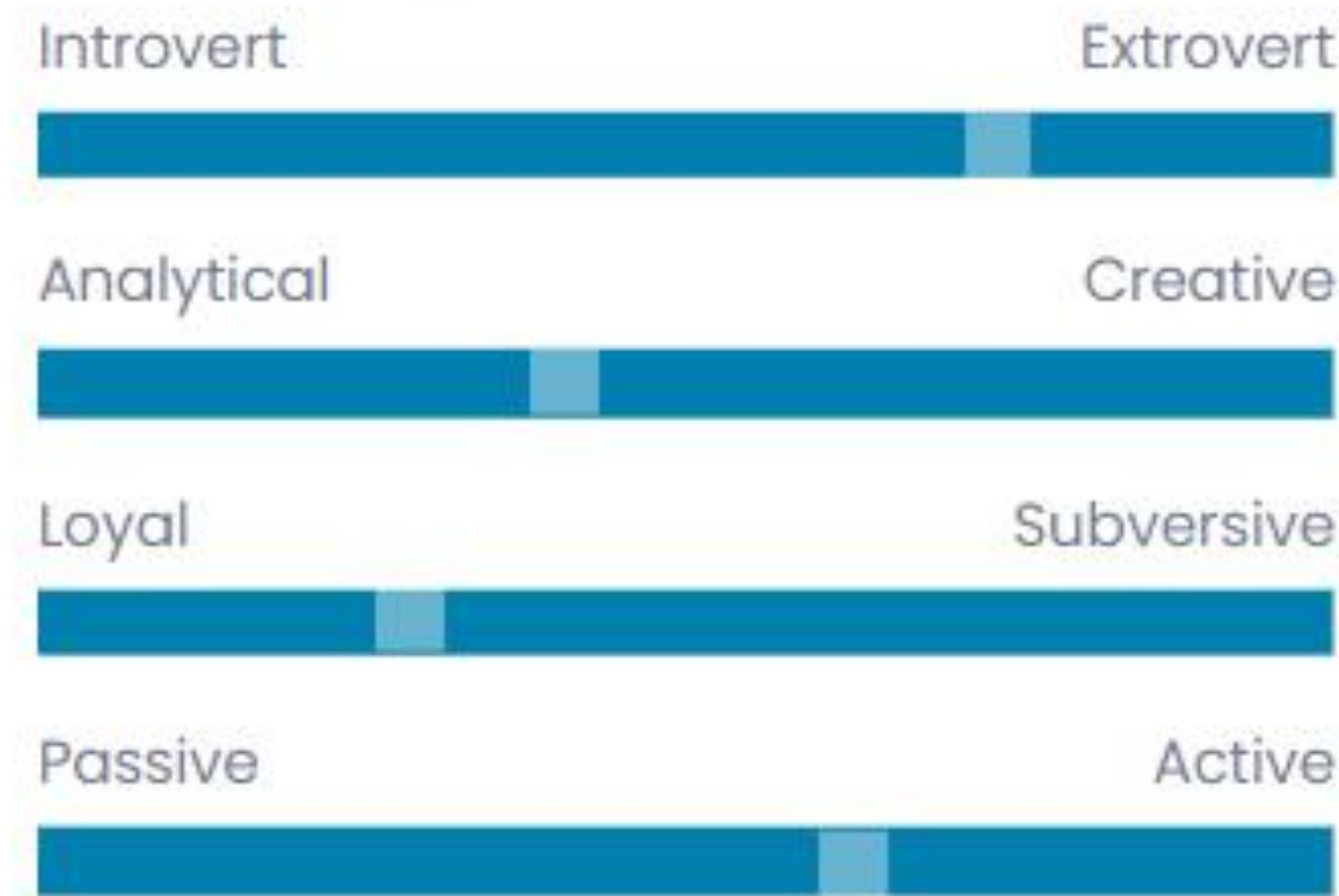
Wakes up, goes running with his dogs, works at a retail store in a position he is overqualified for, spends the evening at a pet-friendly dog park or at a sports game.

Education Some college

Affinities

- Pets
- Live Music
- Watching Sports
- News & Politics
- Health & Fitness
- Outdoor Activities
- Social Media
- Podcasts

Personality



Brands



RETURN TO AGENDA



NEXT MEETING

Look forward to seeing you all at the next Community Engagement Committee Meeting on January 25, 2024.

Can we plan to meet at a Career Center? Let's discuss...



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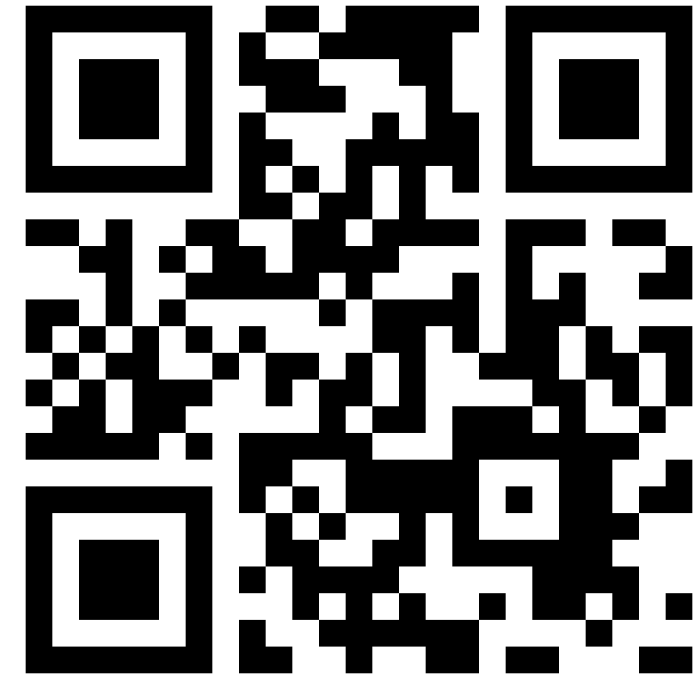
Other Business

▶ **Adjournment**

ADJOURNMENT



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or in person by appointment, in your place of business or at one of our Career Centers.



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