



**Community Engagement Committee Meeting
Friday, October 27, 2023, 2:30 pm**

MINUTES

MEMBERS PRESENT: David Sprinkle, Gui Cunha, Lindsey LeWinter, Stella Siracuza and Wayne Weinberg

MEMBERS ABSENT: DeAnna Thomas

STAFF PRESENT: Emily Kruszewski, Tadar Muhammad, Carla Sosa, Crystal Lee, Meghan Driscoll, Fabia Diaz, and Kaz Kasal

Agenda Item	Topic	Action Item <i>/ Follow Up Item</i>
1	Welcome <ul style="list-style-type: none"> Mr. Sprinkle, Committee Chair, called the meeting to order at 2:31 pm. 	
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 <u>Approval of Minutes</u> <ul style="list-style-type: none"> Reviewed minutes from 6/8/23 Meeting (attachment). 	Ms. Siracuza made a motion to approve the minutes from the 6/8/23 Community Engagement Committee meeting. Mr. Weinberg seconded; motion passed unanimously.
5	Information/Discussion <u>Charter – Annual Review</u> <ul style="list-style-type: none"> Reviewed Charter (attachment) and concurred no changes needed at this time except for updating V.P. of Strategic Communications contact information as presented. <u>PY 2022-2023 Year-End Results</u> <ul style="list-style-type: none"> Reviewed results on marketing outreach, media relations and social media for PY 22-23 (attachment). <u>Mission Video</u> <ul style="list-style-type: none"> Viewed CSCF’s “Mission Video” (regional level) <ul style="list-style-type: none"> ➤ Committee Input: <ul style="list-style-type: none"> Great feel-good video, good color, and lighting. Very clear on what CSCF offers for career seekers. Each county’s video should be different to reflect the specific industry needs of that particular county. Video should include key stats results to include % of employer and career seeker success, hourly wage. <ul style="list-style-type: none"> – Have a video for the business audience and a video for career seeker audience; include the processes for business and career seekers. – Include Spanish version of videos. Include these videos as part of staff’s signature line. Increase staff engagement with social media. 	

- Highlight that CSCF provides that personal connection/relationship.
- In business videos highlight training and upskilling.

Website Review Discussion & Activity

- Reviewed a recap of the feedback from committee members’ website audit (attachment).
- Reviewed the “Young Adults” webpage from CSCF website.
 - Committee Input:
 - Top image too large.
 - Make viewable-friendly in both mobile and computer.
 - Colors are good.
 - Include wage information.
 - Too many words - video content with youth is more effective.
 - CSCF should get feedback from youth about this webpage.
 - Get rid of clicks to load – make it so it autoloads.

Board Member Toolkit Insights

- Committee Input:
 - Anything digital that works on cell phone.
 - Need 1 or 2 sentences about CSCF (the elevator speech).
 - Include list of go-to contacts at CSCF (besides Pam & Tadar)
 - Include seasonal calendar – standard events/things that happen and when.
 - Include QR code.

Social Media Persona Review & Implementation

- Reviewed social media personas (who is our audience?) with a focus on “Single Mother” and “Gen Z” example personas (attachment) and how to better engagement with them.
 - Committee Input:
 - Single Mothers:
 - Partner with churches and schools
 - Social media - from a targeting standpoint Googles ads with YouTube pages probably better than Meta Business Suite
 - Must hit the main point in ad within first 5 seconds (about 80% click “Skip Ad” in about 5 seconds).
 - Look at posting ads on gaming sites.
 - Committee Input:
 - Gen Z:
 - “What’s-In-It-For-Me” focused.
 - Social focused.
 - Do not know what they want / lack of motivation issues.
 - Need to get more feedback from a youth focus group.

	<p><u>Next Meeting Location Discussion</u></p> <ul style="list-style-type: none"> Next meeting scheduled for January 24, 2024. The Committee discussed possible locations and concurred to schedule the meeting during non-rush hour traffic times. 	
6	<p>Other Business None offered.</p>	
7	<p>Adjournment</p> <ul style="list-style-type: none"> Meeting was adjourned at 3:59 p.m. 	

Respectfully submitted,

Kaz Kasal
Executive Board Coordinator