



Community Engagement Committee Meeting
Monday, November 18, 2019
3:00 pm

MINUTES

MEMBERS PRESENT: Jody Wood, Diane Culpepper, Sheri Olson, Roger Pynn, Sharron Washington, Wayne Weinberg and Christopher Wilson

MEMBERS ABSENT: John Gyllin, Jane Trnka, and Rick Walsh

STAFF PRESENT: Pam Nabors, Mimi Coenen, Leo Alvarez, Lisa Burby, Michelle Tincher and Kaz Kasal

GUESTS PRESENT: Leah Pendorf, Rich Pepin / Integrated Insight, Inc.

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Ms. Wood, Committee Chair, called the meeting to order at 3:01 pm.	
2	Roll Call / Establishment of Quorum Ms. Kasal reported quorum present.	
3	Public Comment None offered.	
4	Action Items <u>Approval of 8/26/19 Minutes</u> Reviewed minutes from 8/26/19 Meeting (attachment).	Dr. Culpepper made a motion to approve the minutes from the 8/26/19 Community Engagement Committee meeting. Mr. Weinberg seconded; motion passed unanimously.
5	Information <u>Strategic Communications Updates</u> <ul style="list-style-type: none"> • Ms. Tincher, Senior Manager of Corporate Communications, was introduced. • Reviewed roadmap on current status of PY 2019-2020 projects and goals (attachment). 	<i>Staff to send link of new CSCF website to Community Engagement Committee prior launch of website</i>
6	Insight <u>Niche Market Research and Customer Satisfaction</u> <ul style="list-style-type: none"> • Integrated Insight presented an overview (attachment) entitled “Niche Customer Segment – Quantitative Research Final Results.” Committee feedback: <ul style="list-style-type: none"> ○ Concurred on the power of testimonials ○ Utilizing social media and word of mouth for messaging around the career journey/user experience vs. transactional <p>Next Steps:</p> <ul style="list-style-type: none"> – Review business and customer satisfaction surveys – Build ROI metrics around impact of engagement and customer satisfaction and conversion. 	



	<u>Revenue Diversity Strategy - Outreach</u> <ul style="list-style-type: none">• Reviewed 2019-2020 revenue diversity strategies. Committee feedback:<ul style="list-style-type: none">○ Leverage CSCF Board for funds and/or contacts○ Attain specialized expertise on fund raising	
7	Adjournment <ul style="list-style-type: none">• Meeting was adjourned at 4:37 p.m.	

Respectfully submitted,
Kaz Kasal