

COMMUNITY ENGAGMENT COMMITTEE

CareerSource Central Florida | 11/21/24 CareerSourceCentralFlorida.com

we listen to our customers



Meeting Page 2 11/21/24 COMMUNITY ENGAGEMENT COMMITTEE MEETING

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: Thursday, November 21, 2024 3:00 p.m. – 4:30 p.m.
- Virtual Option via Zoom: Where:

Dial In: 1 (929) 205-6099

Link: https://careersourcecf.zoom.us/j/89641349812?pwd=7zKwFyCX2RsifSB7a1dBnxYN5ju0Yh.1

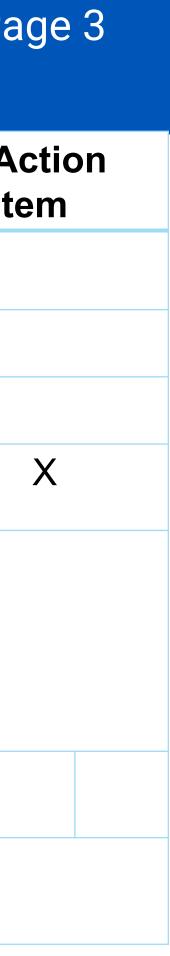
Meeting ID: 896 4134 9812 Passcode:594387





11/21/24 COMMUNITY ENGAGEMENT COMMITTEE MEETING

Meeting Details	Agenda Item #"	Торіс	Presenter	Ac Ite
	1.	Welcome	David Sprinkle	
Meeting Agenda	2.	Roll Call / Establishment of Quorum	Kaz Kasal	
Welcome	3.	Public Comment	David Sprinkle	
Roll Call	4.	Approval of Minutes A. <u>8/29/24 Community Engagement Committee Meeting</u>	David Sprinkle	
Public Comment	5.	Information / Discussion / Action Items A. <u>Value Proposition Discussion</u> B. <u>CSCF Website Strategic</u>	Committee Discussion	
Approval of Minutes		C. <u>CSCF Voice: United Messaging</u>		
Information/ Discussion/	6.	Other Business	David Sprinkle	
Action Items	7.	Adjournment	David Sprinkle	
Other Business				
Adjournment				



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WELCOME





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Adjournment



ROLL CALL ESTABLISHMENT OF QUORUM







Meeting Agenda

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PUBLIC COMMENT







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APPROVAL OF MINUTES







DRAFT Community Engagement Committee Meeting Thursday, August 29, 2024, 3:00 pm

David Sprinkle, Linds Eric Ushkowitz, Dan '
Gui Cunha, Kristin Gi
Emily Kruszewski, Ta Vince Bruno and Kaz
Ivan Gonzalez / Orlar

Agenda ltem	Topic	Action Item / Follow Up Item
1	 Mr. Sprinkle, Committee Chair, called the meeting to order at 2:31 pm. 	
2	 Roll Call / Establishment of Quorum Ms. Kasal reported quorum present. 	
3	Public Comment None offered.	
4	Approval of Minutes <u>Approval of Minutes</u> • Reviewed minutes from 5/2/24 Meeting (attachment).	Mr. Weinberg made a motion to approve the minutes from the 5/2/24 Community Engagement Committee meeting. Ms. Santorelli seconded; motion passed unanimously.
5	 Information/Discussion Introductions / What is Your Superpower Each Committee Member relayed their personal superpower: Mr. Sprinkle: listening and simply sorting through the chaos to get to the heard of the matter. Ms. Ortigoni: connecting people, especially within the Hispanic community and creating memorable experiences and events. Mr. Weinberg: keeping his word, being challenged, raising money and building relationships. Ms. Santorelli: pulling the right people in place to solve problems. Mr. Ushkowitz: getting through the issues calmly and keeping others calm. Ms. Thomas: good communicator; moving forward in the mission with clear and direct communication Charter – Annual Review Reviewed Charter (attachment) and concurred no changes needed at this time. 	

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MINUTES

lsey LeWinter, Gaby Ortigoni, Amy Santorelli, DeAnna Thomas, Ward, Wayne Weinberg and Kristan Williams

Gray, Snak Nakagawa and Stella Siracuza

adar Muhammad, Nilda Blanco, Gina Ronokarijo, Crystal Lee, z Kasal

ando Economic Partnership







PY 2023-2024 Year-End Recap

 Reviewed results for PY 23-24 on marketing outreach, social media, communications. Also reviewed the growing brand awareness, 2) ignitir BOLD culture and 3) advancing a p (attachment).

NSF (National Science Foundation) Upd

- Ms. Blanco, Senior VP of Strategic NSF's award to Central Florida to g the ensuing robust partnerships that development, local government, tra role as convener and collaborator help to build a skilled workforce as conductor technology innovation ed
- Ms. Kruszewski, VP of Strategic Co communications strategy will begin communication channels, and grad over the next several months to inc

Website Refresh Timeline Overview

- Appleton has been contracted to pr preliminary stage, the Committee d the website's purposes and objectiv
 - Homework: Audit Survey: the coming weeks for their input ar development of the website

Success Story Naming

 Committee concurred content is who "feature" and "champion" as sugges

Youth Perception

Discussed communication strategies with keep messaging simple as well as easy that the communication should be acces (storytelling, qualitative data, etc.)

6	Other Business	
	None offered.	
7	Adjournment	
	 Meeting was adjourned at 4:06 p.m 	

Respectfully submitted, Kaz Kasal, Executive Board Coordinator

public relations, media activities, brand boosting and internal e three areas of future focus: 1) ng employee engagement with the purpose-driven Communications team	
<u>Hate</u> Initiatives, provided an overview of grow the semiconductor industry and at have formed between economic aining providers and CSCF. CSCF's of the workforce development piece will part of the next-generation semi- cosystem. ommunications, explained how CSCF's to layer in NSF updates via various dually build in more communication clude strong story telling.	
rovide the website refresh. In this discussed the importance of defining ves. Committee will receive a survey in the nd perspectives on the strategic	Staff to send survey to Committee for their input in the strategic planning of the CSCF website.
hat matters most vs. name, but offered stions.	
th the youth population and how to to understand and remember. Also, ssible to all youth in the community	
n.	







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INFORMATION / DISCUSSION ACTION ITEMS





PROPOSITION DSCUSSION















CareerSource CENTRAL FLORIDA

CSCF WEBSITE

REFRESH AT A GLANCE



- Is a *consistent* and *trusted* source
- Is *innovative* with *user-friendly* capabilities
- Stands out with *positive brand recognition*
- Positions CSCF as a go-to leader in workforce
- Provides *solutions* and is always there for its customers

- Career seekers
- Businesses
- Board Members
- Partners & Stakeholders

VISION HIGHLIGHTS

- Has *feeling* and *impact* through its storytelling
- **Personal** and **connects** to its audiences
- Is *reliable*, *loyal* and *focused* on customers
- Provides a *quality* and *valued experience*

CORE AUDIENCE

- Youth & Parents
- Staff & Potential New Staff
- Public (Government, partner
- workforce boards, etc.)



WEBSITE VISION HIGHLIGHTS

Create a BOLD, trusted and inspiring website for CSCF where every customer can reach their fullest potential through exploration and engagement.



THE PHASED APPROACH PLAN

Building Blocks

short term 4 to 5 months

Immediate Updates Plan Development Research & Auditing Discovery Site Mapping Clean-Up & Sorting Creating of Pilot Pages (Development) **Ongoing Maintenance** Process & Support Implementation **Cross Department Collaboration**

Ideation

Creation Framework Messaging Design & Branding Landing & Internal Page Structure Programing (coding) Testing

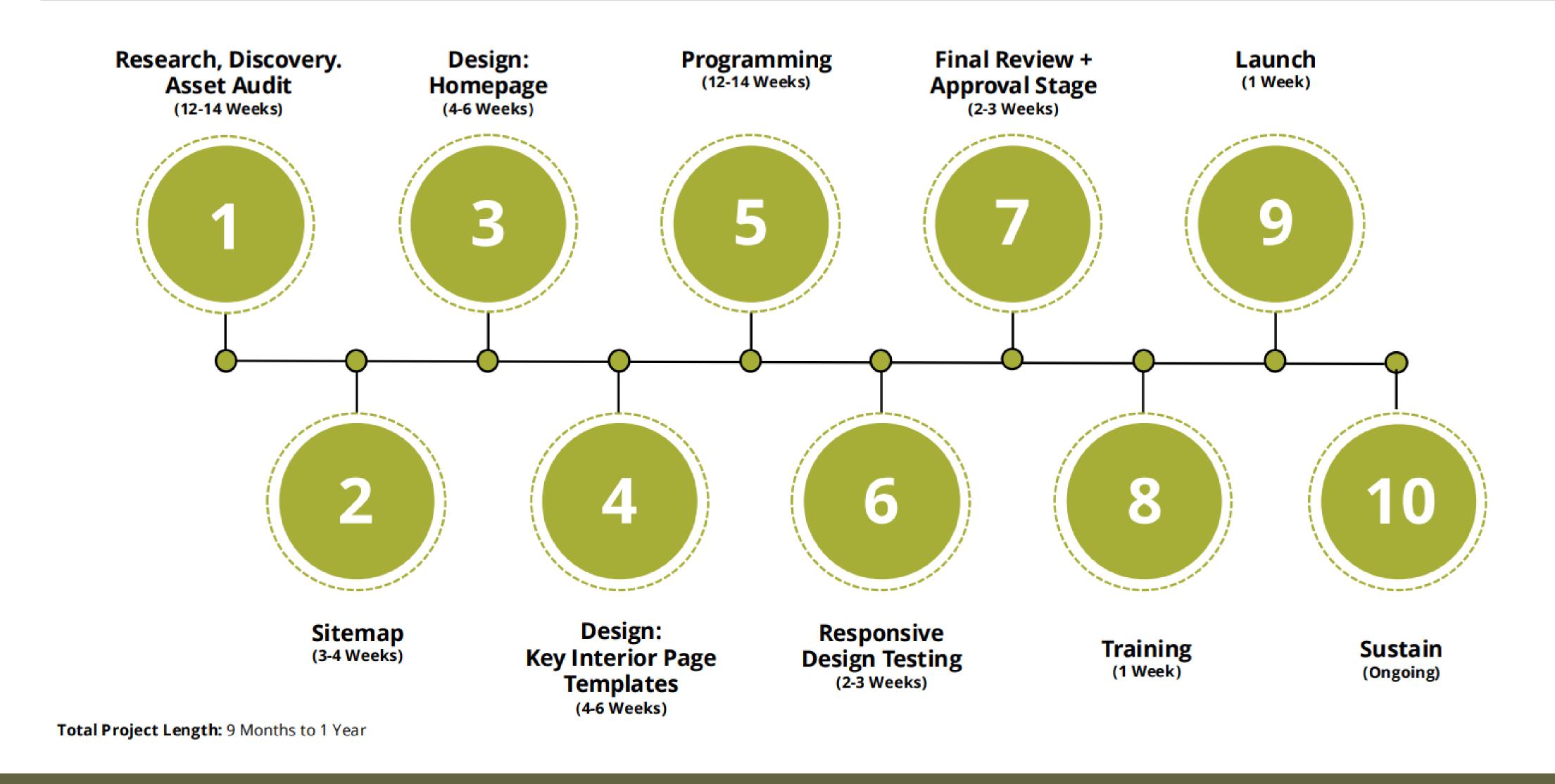
long term 7 to 8 months

Longevity

sustaining 1 to 2 months then ongoing

Creation of longevity process and planning New Site Approvals **New Site Training** Launch **Ongoing Maintenance & Updating** -Agency Support -Internal Position -It/Ops Collaboration





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TIMELINE



WEBSITE HOMEWORK





CSCF VOICE: UNITED MESSAGING



Our CSCF Voice: Unified & Impactful Messaging

Purpose: As we set our focus on Value Prop, customer experience and our BOLD 2.0 future, we are moving to establish an official CSCF Voice – Unified and Impactful Messaging for our organization.

Goals:

oTo align our organization across all divisions to better communicate oCreate messaging to roll out to the full organization strategically oMessaging alignment leads to stronger and powerful storytelling

Next Steps: We will be hosting a messaging brainstorm with Curium and Communications will be drafting and finalizing these across the organization.

We are inviting you to be part of this meeting!

RETURN TO AGENDA







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ADJOURNMENT









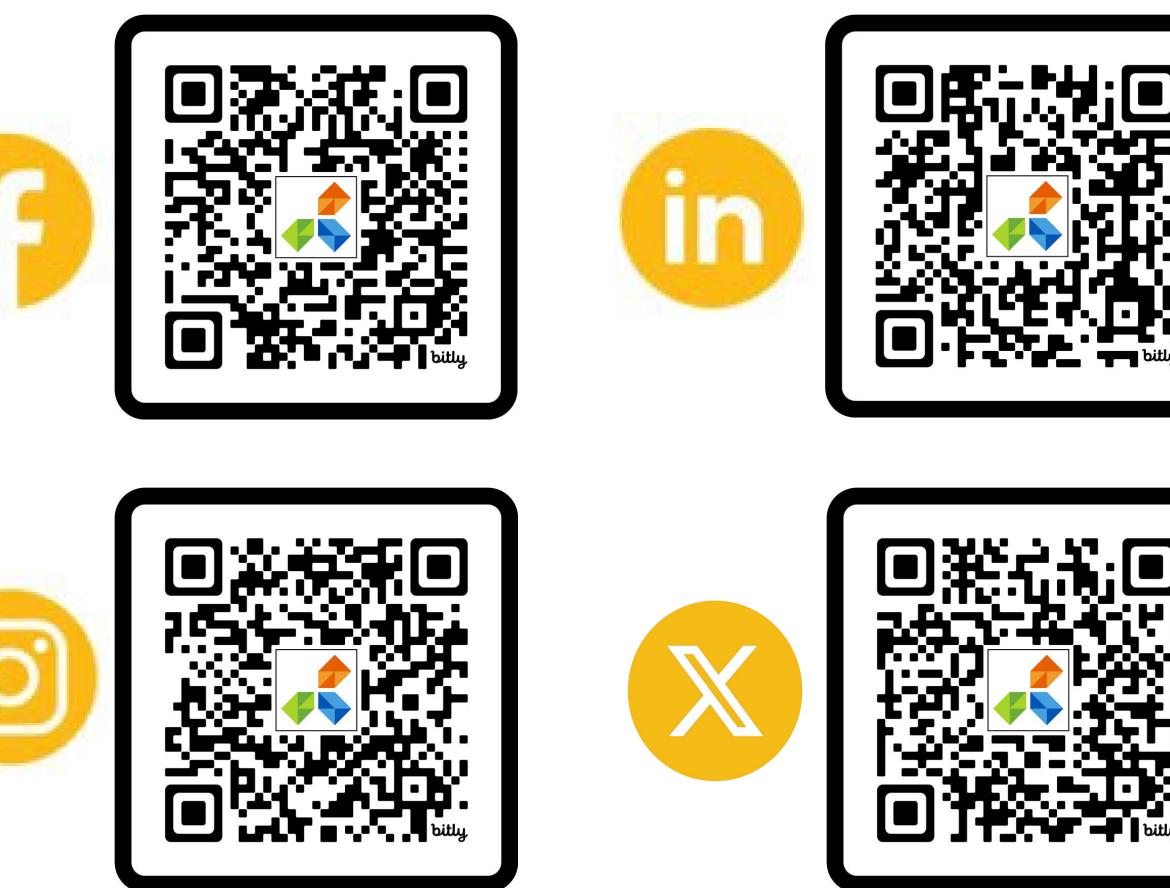
CONNECT WITH US







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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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