

Community Engagement Committee Meeting

November 4, 2021



11/4/21 COMMUNITY ENGAGEMENT COMMITTEE VIRTUAL MEETING DETAILS

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Discussion / Action Items

Insight

Other Business

Adjournment

What: Community Engagement Committee Virtual Meeting

When: Thursday, November 4, 2021

3:00 p.m. – 4:30 p.m.

Where: Virtual via Zoom:

Link: <https://careersourcecf.zoom.us/j/84333940289?pwd=b3JjTWNiNi9lYlVnWjgrYlVkbDdQUt09>

Dial In: 1 (929) 205-6099

Meeting ID: 843 3394 0289 / **Password:** 945198

11/4/21 COMMUNITY ENGAGEMENT COMMITTEE VIRTUAL MEETING AGENDA

Agenda Item	Topic	Presenter	Action Item
1.	Welcome	David Sprinkle	
2.	Roll Call / Establishment of Quorum	Kaz Kasal	
3.	Public Comment		
4.	Approval of Minutes	David Sprinkle	
	<u>A. 9/16/21 Community Engagement Committee Meeting</u>		X
5.	Discussion / Action Items		
	<u>A. Introducing Becca Bides, New V.P. of Strategic Communications</u>	Pam Nabors/ Becca Bides	
	<u>B. Community Engagement Committee Charter – Revised</u>	Committee Discussion	X
6.	Insight		
	A. Community Engagement Survey – Research Update	Becca Bides/Cliff Marvin	
7.	Other Business		
8.	Adjournment		

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WELCOME



Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

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Discussion / Action Items

Insight

Other Business

Adjournment

ROLL CALL



Meeting Details

Meeting Agenda

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PUBLIC COMMENT



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APPROVAL OF MINUTES



**DRAFT**

**Community Engagement Committee Meeting
Thursday, September 16, 2021, 3:00 pm**

MINUTES

MEMBERS PRESENT: David Sprinkle, Kari Conley, John Gyllin, Stella Siracuza, DeAnna Thomas and Wayne Weinberg

MEMBERS ABSENT: Roger Pynn, Renee Quintanilla, Sharron Washington and Christopher Wilson

STAFF PRESENT: Pam Nabors, Lisa Burby, Kristine Concepcion, Lesley Harris, Cliff Marvin, Carla Sosa and Kaz Kasal

GUEST PRESENT: Kristen Gray / Department of Children & Families

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 3:03 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 5/17/21 Meeting (attachment). 	Dr. Gyllin made a motion to approve the minutes from the 5/17/21 Community Engagement Committee meeting. Mr. Weinberg seconded; motion passed unanimously.
5	Information/Discussion <u>Community Engagement Committee Charter (attachment)</u> <ul style="list-style-type: none"> Reviewed Charter and discussed further fine tuning of Committee's purpose and role. <u>Strategic Communications – SWOT (attachment)</u> <ul style="list-style-type: none"> Reviewed areas of Strengths, Weaknesses, Opportunities and Threats (SWOT). 	<i>Staff to rework current charter using simplified language to concisely and specifically define purpose and role of this Committee. Ms. Nabors will reach out individually to each member for further feedback.</i>
6	Insight <u>Community Engagement Survey</u> <ul style="list-style-type: none"> Dr. Piccolo, University of Central Florida, reviewed UCF's support to CSCF which involves surveying and collecting data pertaining stakeholders' understanding of CSCF's brand, general awareness of its programs/services, reputation, impact and level of involvement. A draft survey will be developed for Committee's feedback. 	<i>Staff to work with Dr. Piccolo and draft an MOU between CSCF and UCF.</i>



7	Other Business <ul style="list-style-type: none"> • CSCF's annual report compilation is in progress, target for completion is end of 2021. • Ms. Burby, VP Strategic Communications, announced her leaving CSCF effective 10/1/21. Ms. Burke, VP Human Resources, will be overseeing the Strategic Communications Department until a replacement is hired. 	
8	Adjournment <ul style="list-style-type: none"> • Meeting was adjourned at 4:28 p.m. 	

Respectfully submitted,

Kaz Kasal
Executive Coordinator

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DISCUSSION / ACTION ITEMS



BECCA BIDES

(407) 721-7367 | Becca.Bides@gmail.com | [LinkedIn](#)

EXECUTIVE SUMMARY

Global communications leader advancing reputations & business for companies that make the world a better place

Strategic Leader: Directed global team of 13 employees, five agencies, and \$1.8 million budget to achieve record-breaking KPIs and strengthen the brand with consumer and business audiences. Drove revenue and reputation goals through successful marketing and issue management across a global scale.

Seasoned Crisis Advisor: Proven track record mitigating reputational damage from company boycotts, lawsuits, regulatory issues, environmental activists, animal welfare issues, public health threats, mass safety accidents, natural disasters, and labor unrest. Drove organizational crisis planning including anticipating threats, planning enterprise-wide and directing multi-channel communications to both consumer and business audiences.

Reputation Builder: Creator of enterprise strategies that bring to life company missions and establish brand affinity through marketing and communications programs that inspire employees, customers, investors and political stakeholders. Advanced reputations for both organizations and industries on critical matters of diversity, social and environmental responsibility, employment leadership and positive community impact.

Multi-Media Communications Professional: Proficient in building connections with consumers across owned and earned channels worldwide. Launched new content strategies for digital, editorial, social, video, and live events; brand reputation building; social media engagement campaigns; global media relations; and executive thought leadership. Passionate, high-level spokesperson for purpose-driven companies.

PROFESSIONAL WORK HISTORY

Vice-President of Strategic Communications | CareerSource Central Florida | October 2021 – Present

Role: Direct report to CEO: Lead strategic communications and marketing to elevate the impact and influence of Florida's second-largest workforce board to build economic prosperity for residents, businesses and governments in five counties.

Global Vice President of Communications | Visit Orlando | May 2016 - May 2021

Role: Direct report to CEO: Led global strategic communications to grow and protect the reputation of the Orlando travel brand and industry, as the nation's largest destination marketing organization serving 1,200+ member businesses and driving 70+ million annual visitors from around the globe.

- Advised on high-profile matters to executives, board and business leaders leading publicity, social media, content creation, crisis management and community and government relations to promote the Orlando destination.
- Built a team of 13 employees, 5 international agencies and a \$1.8 million budget to achieve record breaking KPIs.
- Developed research-driven media and PR plans that strengthened brand drivers and combatted vulnerabilities with global consumer and business audiences. Launched creative PR and social campaigns to secure high-impact coverage with A-list media; significantly scaled up global online social media presence and engagement.
- Established a new multi-media content division for branded content (website, blog, video content, social media, print collateral and CEO thought leadership).
- Led global crisis media response for the Orlando destination through hurricanes, safety incidents, economic fallout, and public health issues. Anticipated potential threats; collaborated with public safety partners; directed multi-channel communications to consumers, media, guests and clients; served as industry spokesperson.
- Represented the tourism industry on national, state, and local levels; served as senior media spokesperson. Furthered strategic priorities for the Orlando travel sector on critical matters of diversity, social responsibility, visitor safety, employment, and positive community impact.

Corporate Director of Communications | SeaWorld Entertainment, Inc. | 2010 – 2016

Role: Directed strategic publicity planning to drive business for company's portfolio of U.S. theme parks, consumer products and broadcast divisions, as well as advance the company's reputation as a foremost zoological organization and global leader in animal husbandry, veterinary care, and animal welfare.

- Directed regional PR teams and agencies worldwide to achieve objectives and drive business through creative marketing and publicity. Cultivated media relationships and brand coverage in high-profile national consumer and business outlets.
- Built reputation of corporate citizenship, employer brand, environmental stewardship, and social responsibility. Appointed by CEO to serve as primary champion to develop new brand reputation platform, SeaWorld Cares, to raise awareness of the company's mission to protect animals worldwide. Collaborated across the enterprise to create a unified communications plan that resulted in multi-year increases in reputation metrics among employees, media, customers, and key scientific, zoological and government influencers.
- Communication advisor for CEO through times of corporate change, conflicts, and transitions. Created new thought leadership platforms, company mission videos, written communications, multi-media presentations and nationwide town halls. Led CEO and organizational communications to inspire and unite 26,000 employees across the country during the two largest transitions in company history: the evolution from an Anheuser-Busch subsidiary into an independent company, and the IPO for SeaWorld Parks & Entertainment on the New York Stock Exchange.
- Served as one of the senior-most executives on the company's enterprise-wide Crises and Issues Team – partnering with legal, risk management and safety executives. Managed media, investor and consumer responses for high-profile issues; briefed and prepared senior leadership for media interviews; served as a senior spokesperson.

Director of Public Affairs | Florida Anheuser-Busch Adventure Parks: SeaWorld & Busch Gardens | 2008 – 2010

Role: Developed plans for reputation-building publicity of animal care and stewardship for the company's five flagship theme parks in Florida, including SeaWorld and Busch Gardens brands, on a global scale.

- Managed issues in domestic and international media for issues including animal welfare and safety.
- Led executive communications, community advocacy and internal communications for 10,000 employees.
- Direct-line reporting to all park presidents and member of senior leadership team.

Director of Public Relations | Orlando Anheuser-Busch Adventure Parks: SeaWorld, Discovery Cove, Aquatica | 1996 – 2008

Role: Promoted from Sr. Manager to Director, then direct report to CEO and member of senior leadership team. Planned and executed media communications on a global scale for the world's largest marine brand, including three theme parks.

- Led publicity, photo and video services and community relations teams with 14 employees and 5 global agencies.
- Contributed fresh new media programs that increased positive coverage and revenue for the business.
- Created proactive marketing plans to drive attendance, including launching the grand openings for two new theme parks and 20+ product expansions.
- Managed media and guest communications to mitigate potential damage from numerous crises and issues including hurricanes, employee issues, government regulations, public safety incidents and animal welfare debates.
- Initiated internal communications plan to align 4,000 employees including CEO communications, town halls; and new platforms to engage on-site employees.

COMMUNITY CRISIS LEADERSHIP EXPERIENCE

Co-Chair | Mayor's Regional Committee for COVID Compliance | April 2020 – May 2021

- Led communications campaign task force to encourage COVID safety compliance across the region, engaging 100+ local businesses in partnerships, publicity, social media, and advertising efforts.
- Campaign won the PR industry's highest national award for "Best Integrated Program" (PRSA Silver Anvil).

Orange County's Official Emergency Response Team | May 2016 – May 2021

- Activated during hurricanes, Zika, COVID

"I Got My Shot" Task Force | Orange County | December 2020 – May 2021

- Developed a campaign to combat vaccine hesitancy.

NATIONAL & INTERNATIONAL ADVISORY COMMITTEES

U.S. Travel Association | May 2016 – May 2021

- Communications Advisory Committee Member
- U.S. Government Relations Advisory Committee Member

Association of Zoos and Aquariums Public Relations Advisory Committee | February 2010 – May 2016

Alliance of Marine Mammal Parks and Aquariums Public Relations Advisory Committee | January 2006 – May 2016

Destinations Florida Association | May 2016 – May 2021

- Statewide association of destination marketing organizations

EDUCATION

Graduated Magna Cum Laude with a dual Bachelor of Arts:

- B.A. in Public Relations
- B.A. in Business Psychology
- Minor: Business

Florida State University - Tallahassee, FL



Community Engagement Committee Charter ** DRAFT 10/27 **

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 be emailed to members one week prior.
- Committee's staff liaison: Vice President of Strategic Communications Becca Bides. Contact information is cell (407) 280-5037; email BBides@careersourcecf.com.

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INSIGHT



Community Engagement Survey: Research Update



DEFINING THE SURVEY STRATEGY



Where We Started

- Why is this research *important* to the organization?
- How can we use its findings to *advance our business*?



Future Landscape: Influencing Factors

- Threats to prepare for:
 - Negative **reputational impacts from others** (sharing the CS branding)
 - Continuing negative rhetoric despite contrary facts
 - **Greater state oversight** (directives not always aligned w/region)
- Issues to leverage in our favor:
 - Increased interest in **transparency**
 - Increased interest to define the **ROI narrative**
 - Increased **pro-business leanings** of state legislators

Future Landscape: Influencing Factors

Ø CSCF growth strategies

- Cultivate base of advocates in the community (bolsters business & defense)
- Elevate us as THE expert advisor on the region's workforce issues
- Increase opportunities to be a trusted partner for workforce initiatives
- Diversify revenue streams for the organization

What are we solving for?



Why? To inform:

WHERE & HOW we prioritize
community engagement resources
to best ***advance the business & mitigate threats***

What are we solving for?



- Current level – what do they know about our services?
- What's lacking -- what do they NOT know about us?
- What do THEY value most about our services?
- Gain insights into how we might grow together in the future

SURVEY AUDIENCES

Target Audiences * Across all Five Counties

Government partners

- 5-county elected
- 5-county key staff
- Municipal leaders
- State Legislators
- State key staff
- Federal legislators for 5-county region

Business leaders

- Current clients *
- Untapped clients *
- Industry associations
 - Trade/ logistics
 - Manufacturing
 - Hospitality
 - Healthcare
 - Construction
 - Tech/Finance
- Business Chambers
- Nat'l Entrepreneur Ctr
- Economic Dvlp. Orgs

Community partners

- Colleges
- Training schools
- Social services
- Community non-profits
- Influential local leaders

Help Define Common "Sweet Spot" for Messaging



TIMELINE



PROJECT TIMELINE

2021

- *August – Secured UCF as partner*
- *September - Aligned w/ committee on topline deliverable*
- *October - Staff fleshed out objectives, audiences and timing*
- **November** – Align with committee on strategic objective & audiences; build survey
- **December** – Link to final electronic survey delivered to CSCF

2022

- **January** – Quality control beta test
- **February** – Launch survey (30-days)
- **March-** Process results
- **1st week of April** - share insights to inform 22-23 strategic planning

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ADJOURNMENT



THANK YOU!



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