



**What:** **Community Engagement Committee Meeting**

**When:** Tuesday, November 6, 2018  
2:30 p.m. – 3:30 p.m.

**Where:** CareerSource Central Florida  
390 N. Orange Ave., Suite 700, Orlando, FL 32801

**Virtual:** GoToMeeting (*remote attendees*):

Link: <https://global.gotomeeting.com/join/138699781>

Dial In (Toll Free): **1 877-309-2073 / Access Code: Access Code: 138-699-781**

**Board Priorities:** Analyze the Business | Engage the Talent Pool

<i>Agenda Topic</i>	<b>Presenter</b>	<b>Action Item</b>
1. Welcome	Jody Wood	
2. Roll Call / Quorum Establishment	Kaz Kasal	
3. Public Comment		
4. Action Item	Jody Wood	<b>X</b>
a. Approval of Minutes: 9/17/18 Community Engagement Committee Meeting		
5. Insight	Luke Thomas	
a. Edelman: Master Narrative – Project Results		
6. Adjournment	Jody Wood	

\*\*\*

**Upcoming Meetings:**

**Board and Consortium Meeting:**

- December 13, 2018, 9:00 am to 11:00 am
- Seminole State College – Heathrow Campus, 1055 AAA Drive, Heathrow, FL 32746

**Community Engagement Meeting:**

- January 14, 2019, 2:30 pm to 4:00 pm
- CSCF Admin Office, 390 N. Orange Ave., Suite 700, Orlando, FL 32801



**Draft**  
**Community Engagement Committee Meeting**

**CareerSource Central Florida**  
**390 North Orange Ave., Suite 700, Orlando, FL 32801**

**Monday, September 17, 2018, 2:30 pm**

**MINUTES**

**MEMBERS PRESENT:** Jody Wood, Robert Brown, Mark Havard, Jane Trnka and Wayne Weinberg

**MEMBERS ABSENT:** John Gyllin, Sheri Olson, Roger Pynn and Rick Walsh

**STAFF PRESENT:** Pam Nabors, Mimi Coenen, Lisa Burby, Kristine Concepcion, Anthony Adams and Kaz Kasal

**GUESTS PRESENT:** Luke Thomas/ Edelman

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> Ms. Wood called the meeting to order at 2:38 pm.	
2	<b>Roll Call / Establishment of Quorum</b> Ms. Kasal reported quorum present.	
3	<b>Public Comment</b> None offered.	
4	<b>Action Items</b> <u>Committee Charter Review</u> <ul style="list-style-type: none"> <li>Reviewed proposed revisions to Charter (attachment)</li> <li>Committee concurred on below additional revisions:  <u>Under "Responsibilities" section</u> <ul style="list-style-type: none"> <li>Remove the word "Annually" from 6<sup>th</sup> bullet</li> <li>Move 4<sup>th</sup> bullet to 3<sup>rd</sup> bullet position and put whole section in numerical order</li> </ul> </li> </ul> <u>Approval of 5/14/18 Minutes</u> Reviewed minutes from 5/14/18 Meeting.	<p><b>Mr. Weinberg made a motion to approve Charter with proposed changes and the additional edits noted by the Committee. Mr. Havard seconded; motion passed unanimously.</b></p> <p><b>Mr. Brown made a motion to approve the minutes from the 5/14/18 Community Engagement Committee meeting. Ms. Trnka seconded; motion passed unanimously.</b></p>
5	<b>Information</b> <u>Building Strategic Communications Organization</u> <ul style="list-style-type: none"> <li>Ms. Burby introduced Ms. Kristine Concepcion, Senior Corporate Communications Manager and Mr. Anthony Adams, Senior Outreach Marketing Manager.</li> <li>Reviewed strategic communications plan for 2018-2019, in support of overall Board Priorities (attachment).</li> </ul> <u>Strategic Communications Priorities Q1 &amp; Q2</u> <ul style="list-style-type: none"> <li>Reviewed priorities for Q1 &amp; Q2: enhance value proposition, digital strategy, outreach campaigns and brand awareness.</li> </ul>	

6	<p><b>Insight</b>  <u>Edelman</u>          Master Narrative Update</p> <ul style="list-style-type: none"> <li>• Mr. Thomas reviewed status of “The Master Narrative Development Progress” (attachment).             <ul style="list-style-type: none"> <li>○ Phase 1: Immersion and Discovery - <i>completed</i>.</li> <li>○ Phase 2: Messaging Architecture – <i>in progress</i>                Develop messaging – overarching, then granular.</li> <li>○ Phase 3: Narrative Development and Testing – refine development of full master messaging across the organization.</li> <li>○ Phase 4: package and present – anticipated this project will be done by end of October / early November.</li> </ul> </li> </ul> <p><u>Priorities for Committee</u>          Committee Input:</p> <ul style="list-style-type: none"> <li>• Establish “alumni” networks – a great way to get referrals, a safe place for members to get support, ongoing career guidance tips can be offered. Also CSCF alumni within companies.</li> <li>• Committee to meet in November to review Master Narrative – Phase 3 of the project.</li> <li>• The Committee recommended Edelman as a resource / vendor to conduct niche customer research, to advance the “Enhance the Value Proposition” strategy as part of the strategic communication 2018-2019 plan.</li> </ul>	
7	<p><b>Adjournment</b></p> <ul style="list-style-type: none"> <li>• Meeting was adjourned at 4:07 p.m.</li> </ul>	

Respectfully submitted,  
 Kaz Kasal



Agenda Item 5A



# ***Master Narrative Presentation***

*November 6, 2018*





# The Master Narrative Development Progress

## Phase 1:

### Immersion + Discovery

- Review existing messaging + materials
- Identify + conduct 6-8 in-depth interviews with key stakeholders
- Conduct discovery session

## Phase 2:

### Messaging Architecture

- Develop messaging architecture or “house” to align on overarching brand statement/ “north star”, mission, positioning and ~3 key differentiators to focus on

## Phase 3:

### Narrative Development + CEC Presentation

- Flesh out full narrative + create tailored proof points/messages
- Present final to key internal stakeholders

## Phase 4:

### Finalization

- Finalize narrative (with one final round of edits)
- Secure final approval + deliver final narrative materials.



# Content Review

## Communications Marketing Materials

- CareerSource Florida Brand Portal
- CareerSource Central Florida Print Marketing Collateral
- CareerSource Central Florida Digital Marketing Collateral
- CareerSource Central Florida Website
- CareerSource Central Florida Social Media Platform and Channels
- CareerSource Central Florida Annual Budget
- CareerSource Central Florida Earned Media (12 Months)

**Content  
Review**

**In-depth  
Interview**

**Discovery  
Session**



# Content Review

## What We Found

- High Volume of Content (Mostly on Print)
- Inconsistent Use of Terms and Phrases (General vs. Specific Language)
- Deviation from CareerSource Florida Brand Messaging

*The estimated average attention span of a human ranges at a max of 8 seconds.*

Microsoft and The Statistic Brain





## Content Review Highlights

**CSCF Brochure 2016:** *[Verbatim] At the African American Chamber of Commerce of Central Florida, we've had the fortunate opportunity to experience first-hand the difference CareerSource Central Florida can make for those seeking to make a better life for themselves.*

**CSCF Organizational Profile Update June 2018:** *The measure of success is reliant upon crafting strategies that result in the delivery of outstanding talent to area businesses through the understanding of industry trends, emerging occupations and the unique needs of existing and newly relocated business.*

**CSCF CareerSource Annual Report 2014:** *To respond to changing workforce and funding challenges, we must continue to be agile in adapting to the region's needs while also remaining focused on our core mission and vision to develop the best talent for Central Florida businesses.*





## In-depth Interviews

### What We Heard from Staff

*I think my biggest thing is my passion to help people. I always say I was born to help people, I feel that's why I'm here on earth.*

*I think one our unique differentiators is we're looking for that data... Here's what you really need based on labor market data and experts in the field, so here's how we're using our dollars toward that now validated need.*

*One negative I would say is, as an organization and a structure in the industry itself, we are seen as the unemployment office, and that's something we try really hard to get away from because we are not associated with unemployment in anyway.*

*You can come to us and we can help you if you're currently employed. We can help move you to the next level. Our growth opportunities, training, internships, on the job training. I don't know that people are fully aware of our business services team and how they come together to grow a pipeline of talent to bring a business to the next level. I don't think businesses are aware of what we can do for them to help...*

Content  
Review

In-depth  
Interview

Discovery  
Session



## In-depth Interviews

### What We Heard from Board Members

*I know we're making a difference, and I feel very passionately on a personal level that having worthwhile work makes such a difference in the life of a person and their family.*

*The reason why CareerSource Central Florida should be on their list of places to contact is because of the resources it brings to the marketplace. We have a budget of close to \$30 million to spend on training and identifying candidates, on internships, on youth placement, on veterans.*

*I don't know that the average person would realize the opportunities that they could access through CareerSource to increase their skills and certifications. You don't have to be unemployed to use the services of CSCF, to build your skill set so you can get a better job.*

*I think it has an opportunity to not just help those that are unemployed but help those who want to move up and transition and become better skilled, move up and work into a career path.*



## In-depth Interviews

### What We Heard from Business Partners

*Most people know that they're a free service, but some people might think because they're free the quality might not be there.*

*They've been very helpful about helping us develop employability cultural skills for people who didn't grow up in America understand the work culture. So, they partner with us to resource the training and wrap services, but also cultural development of the workforce for those who are marginalized by culture.*

*When we're looking at making decisions about which programs are going to be opening, closing, looking at developing, we need information in terms of what [CareerSource Central Florida's] job reports look like, what their forecasting looks like, what the emerging industries for the next ten years are. We look at their reports every year to help drive decisions about program offerings.*



## In-depth Interviews

### Highlights: Answers to, “How do you communicate what CSCF is?”

*We have two customers, one is businesses on one side and the other is the employee itself, particularly the ones that want to change jobs or are not employed.*

*CareerSource Central Florida is an organization that helps businesses and job seekers connect and helps develop the skill set in our community to meet business needs.*

*I would say CareerSource Central Florida is an entity that really values the customer experience. It's not a government agency, and we're definitely not a social service agency.*

*We are an agency that cares about people, and we're in the business of empowering folks to improve their circumstances and lend a helping hand.*



## In-depth Interviews Themes

- CSCF is a connector of business and talent.
- Helping people is in CSCF's DNA.
- CSCF is armed with specific industry, labor market and occupational knowledge.
- CSCF has the ability to be a forward-thinking planning partner.
- Misunderstanding of mission and services offered.
- CSCF can do more to represent underemployed, contingent and multicultural career seekers.
- There seems to be a "*chicken or egg?*" dilemma at CSCF.
- CSCF business client/customer and career seeker perception is needed.



# Discovery Session

## What We Heard

- Focus CSCF's Unique Differentiators and Value Propositions
- "Service" and Semantics – Define who it is that CSCF serves
- There is no costs assumed by who we serve, but it isn't free
- Crisis, Emergency Response and Declining Businesses = Communications Opportunities
- CSCF is a provider of information and resources that help businesses and impact the economy

Content  
Review

In-depth  
Interview

Discovery  
Session



## Discovery Session

### Highlights: Answers to, “What is your go-to line when describing what CSCF is to someone who does not know?”

*We provide solutions to business as it relates to talent, talent development and future workforce needs.*

*I meet with a lot of people who don't know who CSCF is, and my go-to line is we are a talent development and recruitment firm. What we typically do is evaluate a business need, if we don't have the talent to fulfill those needs you have, we can then convene organizations to develop that pipeline.*

*[CSCF] Finds talent for business, I always say that, and then I'll identify high-growth needs that businesses have and find candidates through our vast array of services. We start with the people who are in our system, our data of those who come into our centers then we also use other tools that you might use, LinkedIn or Indeed, to source candidates at all levels dependent on what that business need is.*





# What It All Means

## Perspectives: How Findings Inform the Master Narrative

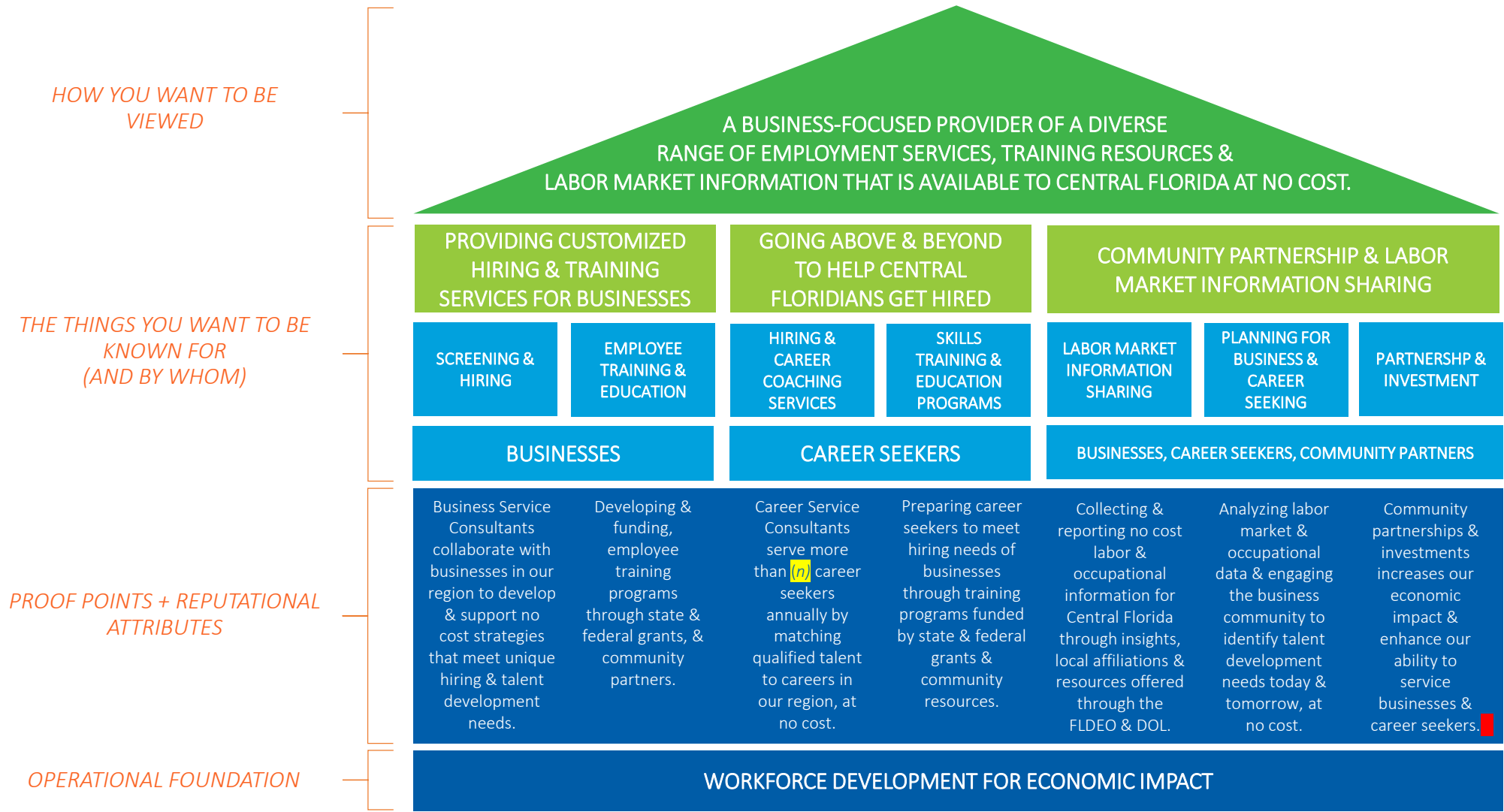
- Differentiators:
  - No cost to businesses and career seekers
  - Arms-length access to financial resources
  - Valuable labor market knowledge source
  - Deeply engaged in/partnered with community
- Need to simplify language around what CSCF does and who they serve, adding the element of “help” with finding talent or a career
- Need to refrain from filler language to create quicker and clearer connections with target audiences.
- Focus on entries to CSCF services as pillars and let outcomes provide the emotional layer of messaging
- Chicken or Egg? Dilemma is Internal—external-facing operations should reflect equal levels of service
- Economic impact (each year) should be brought forward in external facing messaging



# *Output*



# Messaging Architecture: For Internal Planning





# Messaging Architecture: For Internal Planning



# Tagline, Positioning Statement & Messaging Platform Pillars: For External Use

## Tagline:

*Your talent. Your opportunity. Your success.*



## Positioning Statement (Elevator Speech):

*CareerSource Central Florida is dedicated to helping businesses and career seekers in Lake, Osceola, Orange, Seminole and Sumter Counties achieve new levels of success through no cost career placement services, training and education programs, and labor market knowledge sharing.*

## Message Platform Pillars:

### **Businesses' Talent Need Fulfillment**

*Our no cost, customized screening, hiring and employee training solutions bring measurable value to businesses.*

### **Career Seeker Empowerment**

*Our no cost, personalized hiring services, career coaching workshops and training resources help career seekers get hired and achieve new levels of professional success.*

### **Community Partner and Knowledge Source**

*Our ability to invest back into our community and access labor market information provides positive economic impact and a no cost competitive edge to those we serve.*

## Additional Opportunities For Consideration

- Conduct IDIs with business clients/customers and career seekers that have engaged/are engaging CSCF for screening, hiring and training services
- Integrate themes into existing messaging architecture for inclusion of increased external perspective

# Questions and Feedback?





**Thank you!**

