

Community Engagement Committee Meeting

February 2, 2023



2/2/23 COMMUNITY ENGAGEMENT COMMITTEE MEETING DETAILS

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Discussion / Action Items

Other Business

Adjournment

What: Community Engagement Committee Virtual Meeting

When: Wednesday, February 2, 2023
3:00 p.m. – 4:30 p.m.

Where: Virtual via Zoom:

Link: <https://careersourcecf.zoom.us/j/86721529465?pwd=Z2srVENuNVd3aE1zRERXRGRZLRXV5Zz09>

Dial In: 1 (929) 205-6099

Meeting ID: 867 2152 9465 / Password: 059863

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Agenda Item	Topic	Presenter	Action Item
1.	Welcome	David Sprinkle	
2.	Roll Call / Establishment of Quorum	Kaz Kasal	
3.	Public Comment	David Sprinkle	
4.	Approval of Minutes	David Sprinkle	
	<u>A. 8/24/22 Community Engagement Committee Meeting</u>		X
5.	Discussion / Action Items	Committee Review/Discussion	
	<u>A. Introductions</u>		
	<u>B. Recap of Focus Areas and Priorities</u>		
	<u>C. Customer Satisfaction Survey</u>		
6.	Other Business		
7.	Adjournment		



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WELCOME



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ROLL CALL



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PUBLIC COMMENT



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APPROVAL OF MINUTES





DRAFT
Community Engagement Committee Meeting
Wednesday, August 24, 2022, 3:00 pm

MINUTES

MEMBERS PRESENT: David Sprinkle, Gui Cunha, Tanisha Nunn Gary, Roger Pyno, DeAnna Thomas and Wayne Weinberg

MEMBERS ABSENT: John Gyllin, Renee Quintanilla, and Stella Siracusa

STAFF PRESENT: Becca Bides, Pam Nabors, Sean Masherella and Kaz Kasal

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. • Committee welcomed new member Ms. Tanisha Nunn Gary. 	
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 5/12/22 Meeting (attachment). 	<p>Mr. Cunha made a motion to approve the minutes from the 5/12/22 Community Engagement Committee meeting. Mr. Pyno seconded; motion passed unanimously.</p>
5	Information/Discussion <u>Committee Charter – Annual Review</u> <ul style="list-style-type: none"> • Reviewed Charter (attachment) and concurred no changes needed at this time. <u>Current Direction of Community Engagement (attachment)</u> <ul style="list-style-type: none"> • <u>Progress Metrics</u> <ul style="list-style-type: none"> - Reviewed areas of focus, business objectives and budget breakdown for FY 22-23. - Reviewed key strategies to grow community support and drive customer awareness and engagement. • <u>Current-day SWOT</u> <ul style="list-style-type: none"> - Reviewed status customer satisfaction survey, designed to help gauge CSCF's customer service strengths and weaknesses. Findings report to be issued mid-September to be shared with Board and staff to determine action plan. <u>Priority Focus Areas (FY 2022-2023)</u> <ul style="list-style-type: none"> - Reviewed priority focus area to drive customer leads. 	





6	Insight Committee Input: <ul style="list-style-type: none"> - White papers on website – CSCF partnering with business analytics - Board Spotlight Stories, with both customer and CSCF consultant, could be videoed and posted out to all social media channels. - Big component is credibility. Staff's LinkedIn profiles should reflect how they are a resource at CSCF and what they do. Create a page with all CareerSource, their pictures, as well as links to individual LinkedIn info. - Should focus on how well <u>are we</u> known – the go-to source. Need to get out that "people at CSCF just solved my problem." - Quick survey post meeting with CSCF staff – approach business customers this way. Include info on other services and link to data analytics. 	<i>Mr. Pynn to research if any omnibus studies happening in region.</i> <i>Committee to come back to next meeting and offer insight on how to drive ambassadorship in the region.</i>
7	Other Business None offered.	
8	Adjournment <ul style="list-style-type: none"> • Meeting was adjourned at 4:29 p.m. 	

Respectfully submitted,

Kaz Kasal
 Executive Coordinator

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DISCUSSION / ACTION ITEMS



Introductions



COMMUNITY ENGAGEMENT COMMITTEE UPDATES



Emily Kruszewski

Director of Strategic
Communications at
CareerSource Central Florida

Re-Cap of Focus Areas & Priorities



CSCF COMMUNICATIONS TEAM MISSION & VISION

At CSCF our job is to help inspire, engage, elevate and transform the individuals and businesses we connect with in our five counties to see growth and impact.

As part of that, measuring our value, sharing insightful results and key metrics are crucial for CSCF as it sets forth to build its strategic plan for the future.

Let's take a look...



CSCF COMMUNICATIONS EFFORTS & IMPACT

Orlando Sentinel

Boosting awareness, engagement and helping to drive leads...it's our priority!

Here is an at-a-glance look at the impact CSCF communications efforts have had in our community in Q1 & Q2 so far...

- **Feature Stories** – 228 (Includes TV, online, print and radio)
- **Audience Reach** – 323 million
- **Markets** (all markets reached to-date)
 - All counties – 87% (200 stories)
 - o Orange County – 5% (5 stories)
 - o Osceola County – 2% (6 stories)
 - o Lake and Sumter – 1% (3 stories)
 - o Seminole County – 1% (3 stories)



- **Social Impressions (paid & organic)** - 2 million (*number of times content is seen*)
- **Leads (businesses & career seekers)** - 19.2k (*Leads are people who have provided contact information for future engagement*)



OUR GOALS & PRIORITIES

Goal One

To inspire residents and business leaders to engage in the many services CSCF offers to help improve their financial success and career goals.

Goal Two

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.

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Customer Satisfaction Survey



SURVEY OVERVIEW & INTRODUCTION

Overview

- The Customer Satisfaction Survey was conducted on August 2-19, 2022.
- Survey consisted of 23 questions and focused on five dimensions – responsiveness, assurance, tangibles, empathy and reliability.

Purpose

- The purpose of the survey was to garner a benchmark on where CSCF is when it comes to customer satisfaction.
- This process will help determine an organizational customer satisfaction strategy, approach and recurring analysis for growth, innovation and resiliency going forward.

RESULTS

Survey Highlights

- With roughly 1.6K people surveyed, our results were satisfactory.
- Our customer satisfaction rating was 4 out of 5, which showed we did well, but we have areas of improvement.
- Based on feedback and comments, the more we engaged the better we did. This highlighted customer service excellence is crucial for CSCF going forward.

Themes for opportunity based on the results include:

- Human Element
 - Empathy, responsiveness and assurance
- Technology and Innovation
 - Website User Interface (UI)
- Logistics
 - Hours of operation

GOING FORWARD & MEASUREMENT

What's Next

- Survey results will be reviewed, and opportunities will be layered into strategic plans and actions. These will be incorporated into CareerSource Central Florida's strategic plan and mission to provide brilliant customer service that is unmatched.
- Going forward, CSCF will work to develop a timeline and cadence to follow up with customers for satisfaction results.
 - It is crucial we take into consideration different variables and survey customers ongoing to garner valuable and reliable feedback for our initiatives and strategic planning in the future.
- Survey Plan:
 - Recycle questions
 - Make reoccurring
 - Make transactional and less question based
 - More transactional point surveys
 - Discussion and thoughts...

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ADJOURNMENT



THANK YOU!



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