



# COMMUNITY ENGAGEMENT COMMITTEE MEETING

CareerSource Central Florida | 4/2/24



# 4/2/24 COMMUNITY ENGAGEMENT COMMITTEE MEETING DETAILS

## 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: Tuesday, April 2, 2024  
2:30 p.m. – 4:00 p.m.

Where: CSCF Administration Office  
390 N. Orange Ave., Suite 700 (7<sup>th</sup> Floor)  
Orlando, FL 32801

or

Virtual Option via Zoom:

Link: <https://careersourcecf.zoom.us/j/82916964863?pwd=nS535UNtsOxSwwMi5njVySAviQhx7y.1>

Dial In: 1 (929) 205-6099 / Meeting ID: 829 1696 4863 / Passcode: 104144

# 4/2/24 COMMUNITY ENGAGEMENT COMMITTEE MEETING DETAILS

	Agenda Item #	Topic	Presenter	Action Item
Meeting Details	1.	Welcome	David Sprinkle	
Meeting Agenda	2.	Roll Call / Establishment of Quorum	Kaz Kasal	
Welcome	3.	Public Comment		
Roll Call	4.	Introduction to New Attendees		
Public Comment	5.	Approval of Minutes <a href="#">A. 10/27/23 Community Engagement Committee Meeting</a>	David Sprinkle	
Approval of Minutes	6.	Information / Discussion / Action Items <a href="#">A. Social Media Performance Recap</a> 1) <a href="#">Snapshot of Website Updates &amp; Refresh Plan</a> <a href="#">B. Government / Public Affairs Strategy Discussion</a> 1) <a href="#">Provide background and purpose</a> ( <i>assigned to CEC by Executive Committee</i> )	Committee Review/Discussion	
Information/ Discussion/ Action Items	7.	Other Business		
Other Business	8.	Adjournment		
Adjournment				



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**WELCOME**



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# ROLL CALL



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# PUBLIC COMMENT



# COMMUNITY ENGAGEMENT COMMITTEE WELCOME!



Welcome to:  
**Amy Santorelli**  
Chief People Officer







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# APPROVAL OF MINUTES





**Community Engagement Committee Meeting**  
**Friday, October 27, 2023, 2:30 pm**

**MINUTES**

**MEMBERS PRESENT:** David Sprinkle, Gui Cunha, Lindsey LeWinter, Stella Siracuza, and Wayne Weinberg

**MEMBERS ABSENT:** DeAnna Thomas

**STAFF PRESENT:** Emily Kruszewski, Tadar Muhammad, Carla Sosa, Crystal Lee, Meghan Driscoll, Fabia Diaz, and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> <ul style="list-style-type: none"> <li>• Mr. Sprinkle, Committee Chair, called the meeting to order at 2:31 pm.</li> </ul>	
2	<b>Roll Call / Establishment of Quorum</b> <ul style="list-style-type: none"> <li>• Ms. Kasal reported quorum present.</li> </ul>	
3	<b>Public Comment</b> <ul style="list-style-type: none"> <li>• None offered.</li> </ul>	
4	<b>Approval of Minutes</b> <u>Approval of Minutes</u> <ul style="list-style-type: none"> <li>• Reviewed minutes from 6/8/23 Meeting (attachment).</li> </ul>	<b>Ms. Siracuza made a motion to approve the minutes from the 6/8/23 Community Engagement Committee meeting. Mr. Weinberg seconded; motion passed unanimously.</b>
5	<b>Information/Discussion</b> <u>Charter – Annual Review</u> <ul style="list-style-type: none"> <li>• Reviewed Charter (attachment) and concurred no changes needed at this time except for updating V.P. of Strategic Communications contact information as presented.</li> </ul> <u>PY 2022-2023 Year-End Results</u> <ul style="list-style-type: none"> <li>• Reviewed results on marketing outreach, media relations and social media for PY 22-23 (attachment).</li> </ul> <u>Mission Video</u> <ul style="list-style-type: none"> <li>• Viewed CSCF's "Mission Video" (regional level)               <ul style="list-style-type: none"> <li>➢ Committee Input:                   <ul style="list-style-type: none"> <li>○ Great feel-good video, good color, and lighting. Very clear on what CSCF offers for career seekers.</li> <li>○ Each county's video should be different to reflect the specific industry needs of that particular county.</li> <li>○ Video should include key stats results to include % of employer and career seeker success, hourly wage.                       <ul style="list-style-type: none"> <li>– Have a video for the business audience and a video for career seeker audience; include the processes for business and career seekers.</li> <li>– Include Spanish version of videos.</li> </ul> </li> <li>○ Include these videos as part of staff's signature line.</li> <li>○ Increase staff engagement with social media.</li> </ul> </li> </ul> </li> </ul>	



	<ul style="list-style-type: none"> <li>○ Highlight that CSCF provides that personal connection/relationship.</li> <li>○ In business videos highlight training and upskilling.</li> </ul> <p><u>Website Review Discussion &amp; Activity</u></p> <ul style="list-style-type: none"> <li>• Reviewed a recap of the feedback from committee members' website audit (attachment).</li> <li>• Reviewed the "Young Adults" webpage from CSCF website.             <ul style="list-style-type: none"> <li>➢ Committee Input:                 <ul style="list-style-type: none"> <li>○ <u>Top</u> image too large.</li> <li>○ <u>Make</u> viewable-friendly in both mobile and computer.</li> <li>○ <u>Colors</u> are good.</li> <li>○ Include wage information.</li> <li>○ Too many words - video content with youth is more effective.</li> <li>○ CSCF should get feedback from youth about this webpage.</li> <li>○ Get rid of clicks to load – make it so it autoloads.</li> </ul> </li> </ul> </li> </ul> <p><u>Board Member Toolkit Insights</u></p> <ul style="list-style-type: none"> <li>➢ Committee Input:             <ul style="list-style-type: none"> <li>○ Anything digital that works on cell phone.</li> <li>○ Need 1 or 2 sentences about CSCF (the elevator speech).</li> <li>○ Include list of go-to contacts at CSCF (besides Pam &amp; Tadar)</li> <li>○ Include seasonal calendar – standard events/things that happen and when.</li> <li>○ Include QR code.</li> </ul> </li> </ul> <p><u>Social Media Persona Review &amp; Implementation</u></p> <ul style="list-style-type: none"> <li>• Reviewed social media personas (who is our audience?) with a focus on "Single Mother" and "Gen Z" example personas (attachment) and how to better engagement with them.             <ul style="list-style-type: none"> <li>➢ Committee Input:                 <ul style="list-style-type: none"> <li>○ Single Mothers:                     <ul style="list-style-type: none"> <li>- Partner with churches and schools</li> <li>- Social media - from a targeting standpoint Googles ads with YouTube pages probably better than Meta Business Suite</li> <li>- Must hit the main point in ad within first 5 seconds (about 80% click "Skip Ad" in about 5 seconds).</li> <li>- Look at posting ads on gaming sites.</li> </ul> </li> </ul> </li> <li>➢ Committee Input:                 <ul style="list-style-type: none"> <li>○ Gen Z:                     <ul style="list-style-type: none"> <li>- "What's-In-It-For-Me" focused.</li> <li>- Social focused.</li> <li>- Do not know what they want / lack of motivation issues.</li> <li>- Need to get more feedback from a youth focus group.</li> </ul> </li> </ul> </li> </ul> </li> </ul>	
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	<p><u>Next Meeting Location Discussion</u></p> <ul style="list-style-type: none"> <li>Next meeting scheduled for January 25, 2024. The Committee discussed possible locations and concurred to schedule the meeting during non-rush hour traffic times.</li> </ul>	
6	<p><b>Other Business</b> None offered.</p>	
7	<p><b>Adjournment</b></p> <ul style="list-style-type: none"> <li>Meeting was adjourned at 3:59 p.m.</li> </ul>	

Respectfully submitted,

Kaz Kasal  
Executive Board Coordinator



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# INFORMATION/ DISCUSSION/ ACTION ITEMS





# **SOCIAL MEDIA RECAP & WEBSITE REFRESH**



# KEY SOCIAL MEDIA STRATEGIES

## **BOOST BRAND AWARENESS**

Increase brand awareness and help establish CSCF as a partner of choice.

## **ENGAGE & RETAIN FOLLOWERS**

Create new content that resonates with audiences to engage, retain and add new followers.

## **DRIVE LEADS**

Drive leads for grants, programs and initiatives.





**8.8%** **+1.6%**

**Engagement Rate**

**344** **+81%**

**Partner Mentions**

**275** **+419%**

**Staff Engagement  
(Mentions + Comments)**

**PY 23-24**

# **SOCIAL MEDIA OUTCOMES**

Elevated strategies = elevated results from Q1-Q3 PY23-24.

- Increased engagement rates on all channels.
- Q1-Q3 YoY engagement rate increased by +330.8% (all channels).
- Partner engagement has already surpassed the previous year's metric of 253 mentions.
- Staff engagement is at an all-time high.

# TOP SOCIAL POSTS

 **CareerSource Central Florida**  
 Mon 2/5/2024 10:06 am EST

Our team is on a roll with back-to-back Veteran of the Quarter wins! Congrats to Marisa Benson, Disabled Veteran Outreach...



<b>Engagement Rate (per Impression)</b>	<b>30.9%</b>
Impressions	1,094
Engagements	338

 **CareerSource Central Florida**  
 Mon 2/12/2024 11:53 am EST

🌞🌞 Our Summer Youth Program is back this year and better than ever! 📌 Guess what? 14-year-olds can apply this year....



Impressions	25,446
Reach	22,404
Engagements	2,202
Engagement Rate (per Impression)	8.7%

 **CareerSource Central Florida**  
 Tue 8/1/2023 3:36 pm EDT

Today, alongside CareerSource Florida, we celebrated the success of the 2023 Summer Youth Programs offered statewide. Nearly...



<b>Engagement Rate (per Impression)</b>	<b>56.8%</b>
Impressions	1,489
Engagements	846



# WEBSITE UPDATES

## Welcome from President & CEO



Discover inspiring stories and resourceful content.

We're here to help you along your journey. Together, we can change people's lives, transform businesses and help make Central Florida the best place to live and work.

**Who We Are**

Career Opportunities at CareerSource Central Florida: A Message from President & CEO Pamela Nabors

CareerSource Central Florida's 2021-2022 Community Impact in Central Florida

Level Up Orange County: Neighborhood Navigators

### Video Gallery Watch On Page with YouTube Integration

## boldline PODCAST

[ALL PODCASTS](#) | [BOLDLINE EPISODES](#) | [PREVIOUS EPISODES](#)

### All Podcasts

<p>March 6, 2024 Episode 3</p> <p><b>Life Lessons from a Serial Entrepreneur</b> GUEST: CHRIS KUSELIAS, IMPACT INVESTOR &amp; FOUNDER, OCEAN CREST VENTURES</p> <p>Pam Nabors chats with Chris Kuselias to discuss his multifaceted career journey from finance to sports be...</p> <p><b>LISTEN NOW</b></p>	<p>February 15, 2024 Episode 2</p> <p><b>Financial Tips and Life Lessons</b> GUEST: JASON CHEFENIK, SENIOR VICE PRESIDENT RETIREMENT &amp; WEALTH AT ONEDIGITAL</p> <p>Tune in for another episode of Boldline as Pam Nabors, President and CEO of CareerSource Central Florida...</p> <p><b>LISTEN NOW</b></p>	<p>December 14, 2023 Episode 1</p> <p><b>From Homeschool to HVAC: Rethinking College and Careers</b> GUEST: BRYAN ORR, CO-OWNER OF KALOS SERVICES INC. AND HOST OF THE HVAC SCHOOL PODCAST</p> <p>In this inaugural episode of the Boldline podcast, Pam interviews Bryan to learn how Kalos has grown into...</p> <p><b>LISTEN NOW</b></p>
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### Boldline Podcast On-Page Listening & Fresh Look



# WEBSITE REFRESH

**3**  
**Quarter**  
**PY 23-24**

User experience research with heat mapping analysis.

**4**  
**Quarter**  
**PY 23-24**

Vision development and strategic planning and development and timeline creation.

**1**  
**Quarter**  
**PY 24-25**

Begin website activation and process.





# **PUBLIC AFFAIRS STRATEGY DISCUSSION**





# PUBLIC AFFAIRS

The Executive Committee at CSCF has assigned the Community Engagement Committee to review and provide guidance on a Government/Public Affairs strategy.

## **The Purpose**

To help CSCF connect, collaborate and generate opportunities with government entities/municipalities, etc. across the region.

## **Preliminary Questions**

- What Public Affairs strategies should we consider and be thinking about as an organization and for our future?
- What should we consider for Government/Public Affairs support at CSCF?
- In your roles and experiences, what specific qualities and skills are necessary?



# **NEXT MEETING**

**Look forward to seeing you all at the next  
Community Engagement Committee Meeting on  
Thursday, May 2, 2024  
3:00 p.m. to 4:30 p.m.**



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# OTHER BUSINESS





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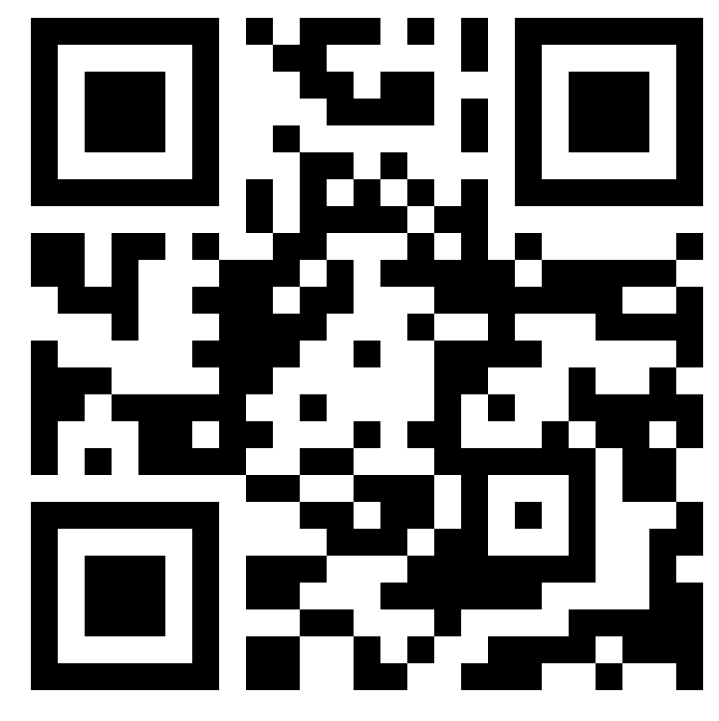
▶ **Adjournment**

**ADJOURNMENT**





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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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# THANK YOU

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