



**Community Engagement Committee Meeting
Tuesday, April 2, 2024, 2:30 pm**

MINUTES

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

MEMBERS ABSENT: Gui Cunha, Amy Santorelli and DeAnna Thomas

STAFF PRESENT: Emily Kruszewski, Tadar Muhammad, Dyana Burke, Crystal Lee, Melanie Markes, Sean Masherella, and Kaz Kasal

GUEST PRESENT: Dan Ward / Curley & Pynn

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 2:33 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 10/27/24 Meeting (attachment). 	Mr. Weinberg made a motion to approve the minutes from the 10/27/24 Community Engagement Committee meeting. Ms. LeWinter seconded; motion passed unanimously.
5	Information/Discussion <u>Social Media Performance Recap</u> <ul style="list-style-type: none"> Reviewed key social media outcomes through 3rd quarter (7/1/23 through 3/31/24), with increased engagement rates on all channels vs. last program year. (attachment) <ul style="list-style-type: none"> <u>Snapshot of Website Updates and Refresh Plan</u> <ul style="list-style-type: none"> Reviewed areas on CSCF website that have been updated and refreshed Reviewed timeline on further website refresh activities <p>Mr. Ward suggested repackaging podcast content for re-use; this would help drive social.</p> <u>Public Affairs / Strategy Discussion</u> <ul style="list-style-type: none"> Discussed enhanced ways CSCF can connect, collaborate and generate opportunities with municipalities and government entities across the region. <u>Committee input:</u> <ul style="list-style-type: none"> Best to do this as a dedicated role vs. agency, so there is 100% priority focus Person in this role should have: <ul style="list-style-type: none"> Have diverse experience in not only workforce development, but 	

	<p>other types of organizations and private sector.</p> <ul style="list-style-type: none"> ○ Willing to roll up their sleeves ○ Be an educator (to help key staff to develop their relationship building skills when making connections) ○ Already established relationships <ul style="list-style-type: none"> - Have key staff in each center that have relationships within government entities take on a more active role and work with the dedicated person to increase synergy. These staff can also engage “with a purpose” in community events/support government activities. - Focus should be making connections and be in listening (vs. telling) mode so can determine needs - Avoidance of problems (vs. causing them) - Measuring impact: it is more about connections than output (it is not a sale) - Have external partners help to make connections - Focus on spheres of influence - groups of decision makers and who they are involved with - Use CRM technology to track the conversations and outcomes, so it is in a central place. - Get buy-in from executive leadership and staff; the whole organization should be equipped to communicate to community about CSCF and its services. This is an education piece, as message should be consistently correct. <p><u>Next Meeting Location Discussion</u></p> <ul style="list-style-type: none"> • Next meeting scheduled for May 2, 2024. 	
6	<p>Other Business None offered.</p>	
7	<p>Adjournment</p> <ul style="list-style-type: none"> • Meeting was adjourned at 3:19 p.m. 	

Respectfully submitted,

Kaz Kasal
Executive Board Coordinator