

COMMUNITY ENGAGEMENT COMMITTEE MEETING

Monday, May 11, 2020

MEETING DETAILS

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Information / Discussion / Action Items

Insight

Other Business

Adjournment

What: Community Engagement Committee Teleconference

When: Monday, May 11, 2020
3:00 p.m. – 4:30 p.m.

Where: GoToMeeting (remote attendees):
Link: <https://global.gotomeeting.com/join/121958965>
Dial In: (Toll Free) 1 (877) 309-2073 or 1 (312) 757-3129
Access Code: 121-958-965

5/11/20 COMMUNITY ENGAGEMENT COMMITTEE TELECONFERENCE AGENDA

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Agenda Item	Topic	Presenter	Action Item
1.	Welcome	Jody Wood	
2.	Roll Call / Establishment of Quorum	Kaz Kasal	
3.	Public Comment		
4.	Approval of Minutes A. <u>2/3/20 Community Engagement Committee Meeting</u>	Jody Wood	X
5.	Information / Discussion / Action Items A. <u>Strategic Communications Updates</u>	Committee Discussion	
6.	Insight		
7.	Other Business		
8.	Adjournment		

UPCOMING MEETINGS

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Board Meeting
Location: TBD

6/25/20

9:00 a.m. - 11:30 a.m.

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WELCOME

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ROLL CALL / ESTABLISHMENT OF QUORUM

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PUBLIC COMMENT

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APPROVAL OF MINUTES



DRAFT
Community Engagement Committee Meeting
Monday, February 3, 2020
3:00 pm

MINUTES

MEMBERS PRESENT: Jody Wood, Diane Culpepper, John Gyllin, Sheri Olson, Jane Trnka, Sharron Washington, Wayne Weinberg and Christopher Wilson

MEMBERS ABSENT: Roger Pynn and Rick Walsh

STAFF PRESENT: Pam Nabors, Mimi Coenen, Leo Alvarez, Lisa Burby, Tiffany Osborne, Cliff Marvin, Kristine Concepcion, Michelle Tincher and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Ms. Wood, Committee Chair, called the meeting to order at 3:02 pm.	
2	Roll Call / Establishment of Quorum Ms. Kasal reported quorum present.	
3	Public Comment None offered.	
4	Action Items <u>Approval of 11/18/19 Minutes</u> Reviewed minutes from 11/18/19 Meeting (attachment).	Ms. Trnka made a motion to approve the minutes from the 11/18/19 Community Engagement Committee meeting. Dr. Gyllin seconded; motion passed unanimously.
5	Information <u>Strategic Communications Updates (attachment)</u> <ul style="list-style-type: none"> Reviewed public relations and marketing campaign status. Viewed a new video clip from Spectrum News 13 which Gina Ronokarijo, Osceola Career Center Manager was interviewed on employment solutions CSCF provides to career seekers. Viewed CSCF's new website launch. Committee input: <ul style="list-style-type: none"> great messaging for the target audience strong framework easier to navigate nicely done 	
6	Insight <u>Revenue Diversity Implementation Plan (attachment)</u> <ul style="list-style-type: none"> Reviewed 2019-2020 revenue diversity update Committee discussed resources and strategies to reach goals. 	



	<p><u>CSCF Unified Strategic Plan - Public Notice Requirement</u></p> <p>Ms. Coenen relayed CSCF is currently updating its Workforce Innovation and Opportunity Act (WIOA) plan, which occurs every four years. Timeline as follows:</p> <ul style="list-style-type: none"> • 2-14-20: WIOA updated plan posted on CSCF website for public comments (30 days' notice is required prior to submission). • 3-16-20: WIOA updated plan submitted to State • Provided suggestions for how to engage the community in the finalization of the plan presented for CareerSource Florida 	
7	<p>Adjournment</p> <ul style="list-style-type: none"> • Meeting was adjourned at 4:28 p.m. 	

Respectfully submitted,
Kaz Kasal

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INFORMATION / DISCUSSION / ACTION ITEMS

Community Engagement Committee Meeting 05-11-20

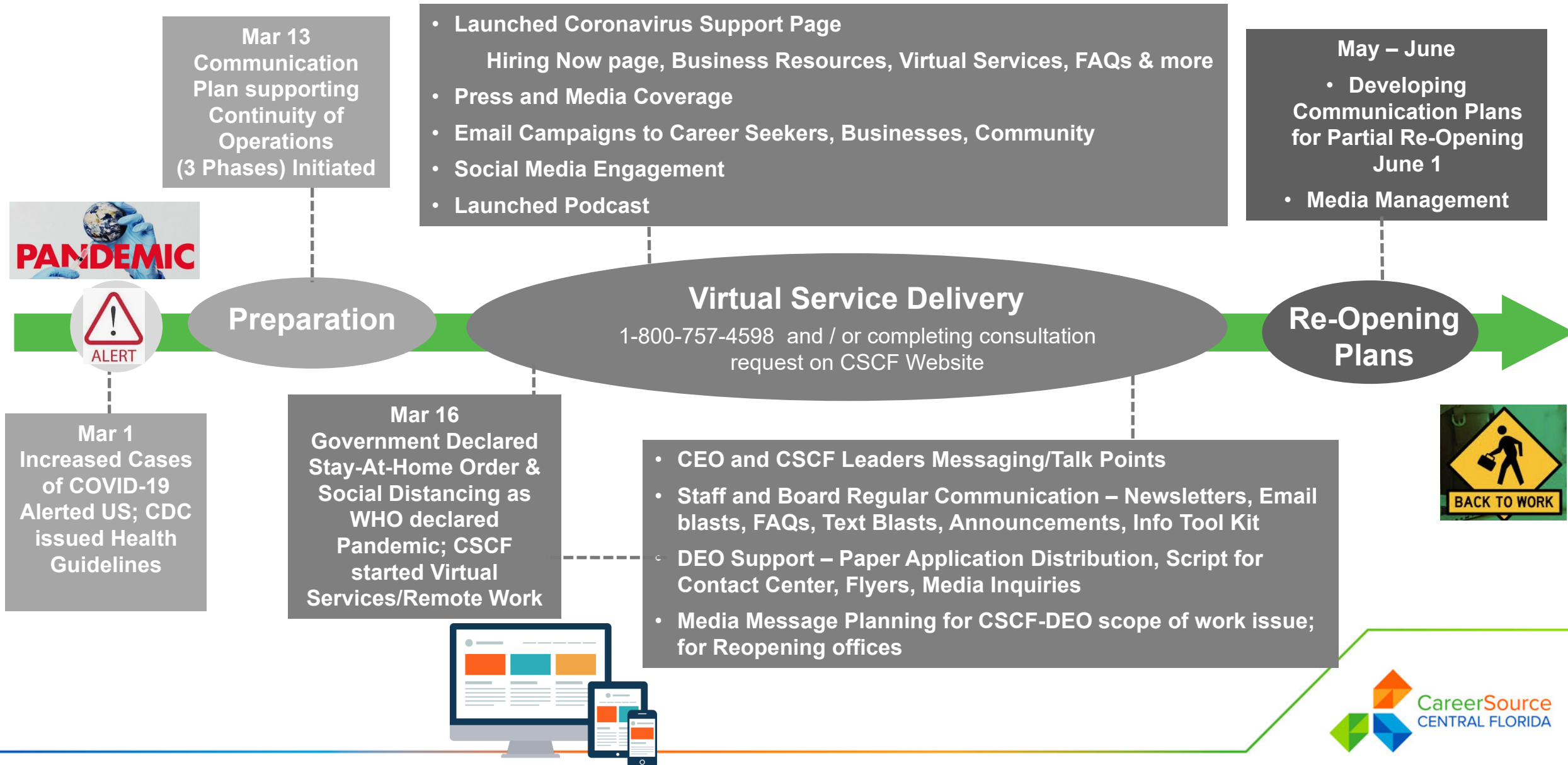
Strategic Communications Update

STRATEGIC COMMUNICATIONS - COVID-19

March 1 – April 30



COMMUNICATIONS FOR BUSINESS CONTINUITY

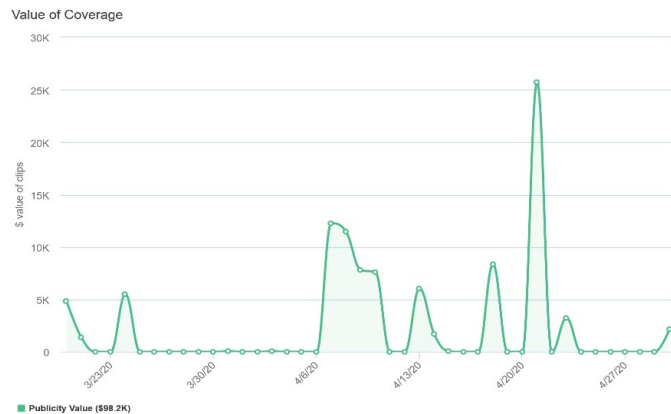


PUBLIC RELATIONS

AUDIENCE
REACHED
5.92M

TOTAL
MENTIONS
34

PUBLICITY VALUE
(ORGANIC PR)
\$98.2K



SENTIMENT

Positive: 84.2%
Neutral: 15.6%



CSCF YOUTUBE NEWS CHANNEL

MEDIA COLLABORATION



**Forecast:
WORKFORCE**
Pamela Nabors
President / CEO
CareerSource Central Florida

"We're outpacing the state and the country in terms of continuing low unemployment and continuing jobs creation. It's been eight-plus years of growth, and as I look into 2020, I don't see this region slowing down. I think there's been a lot of discussion that sometime in 2020 the economy and the country will slow — but here in Central Florida, on any given day, we have thousands of jobs and all of our growth sectors here are being advertised through Employ Florida and other means. I think 2020 is going to be continued growth in not just our hospitality sector but also construction. Residential, transportation and commercial (construction) will continue to need labor. We have a number of different initiatives for skilled labor, for superintendents, for middle management that we're working with all our education partners. Construction will certainly grow, as well as trade and logistics, and there is good focus and growth in our simulation, technology and advanced manufacturing sectors."



PUBLIC RELATIONS

Media	Inquiries/ Requests
Wesh 2 News	5
Univision	4
Spectrum News 13	3
WKMG Channel 6	2
Orlando Business Journal	2
Fox 35 News	2
WFTV Channel 9	1
ClickOrlando.com	1
Orlando Sentinel	1

MOST POPULAR TOPICS WITH CSCF INVOLVEMENT:

- ❖ **How the Region Can Bolster Its Intern Programs and Why It Needs To**
Orlando Business Journal, 3.6M Reach
- ❖ **Financial Fight:** News 6 town hall focuses on economy during pandemic
WKMG-TV Online, 282K reach
- ❖ **Filing for unemployment? 6 things experts say you should know**
WKMG-TV Online, 282K reach
- ❖ **Re-Opening Non-Essential Businesses in Orange County - New Task Force To Offer Recommendations**
The Daily City, 177K reach
- ❖ **Florida Jobs Agency Inundated With Calls as Layoffs Surge**
Spectrum News 13, 137K reach



EMAIL MARKETING

Announcements and Advisories to Customers



Audience	Emails Sent	Total Sends	Average Open Rate	Average Click-Through Rate
Career Seekers	4	110,898	49.03%	5.23%
Businesses	4	8,431	30%	6.45%
Media	4	1,224	36.53%	21.33%

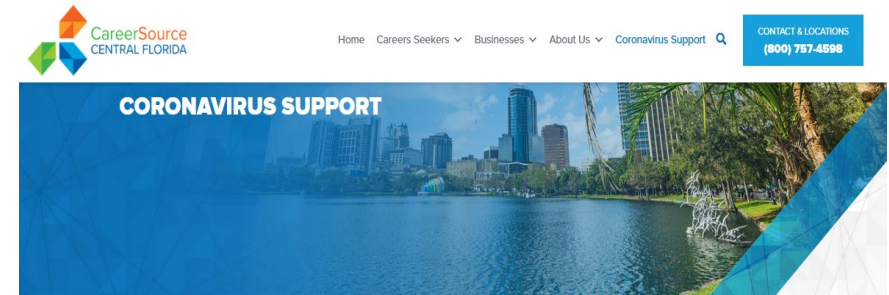
- Industry average Open Rate: 17%
- Industry average Click-Through Rate: 6%

WEBSITE AND CORONAVIRUS SUPPORT PAGE

COVID-19 Help Resource

- Updated Several Times per Week with Latest News & Information
- Debuted Dedicated, New Coronavirus Support Page:
- **33,000 New Visitors, a +114% increase**
- **Nearly 2,000 New Leads** (completed consultation request or application interest form)

- ✓ 1,336 Career Seekers
- ✓ 29 Businesses
- ✓ 41 Youth for Year-round Program
- ✓ +500 Clicks to Summer Youth Application



Resources for Career Seekers and Employers

Apply for Reemployment Assistance with the Department of Economic Opportunity (DEO):

[Click Here to Apply for Benefits Online \(Preferred Method\)](#)

Accessibility Menu

CORONAVIRUS SUPPORT PAGE

- **Hiring Now** – Jobs and internship opportunities
- **Employment Support** – Linking displaced workers to Department of Economic & Opportunity that handles Reemployment Assistance program
- **Virtual Services** – Skillup Metrix Learning Program
- **Business Resources** – Loans and Short Time Compensation Programs
- **Community Resources** – Food, housing and other needs for families and individuals impacted

SOCIAL MEDIA

Since COVID-19, CSCF Social Media Engagement has Increased 88% Across all Three Channels.



Impressions

 69,936

Engagements

 2,873

Link Clicks

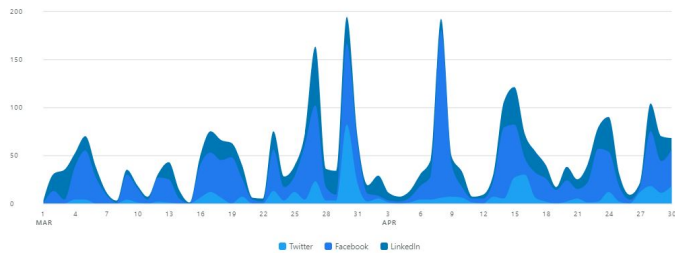
 740

SOCIAL MEDIA

Since COVID-19, CSCF social media engagement with customers has increased 88% across all three channels.

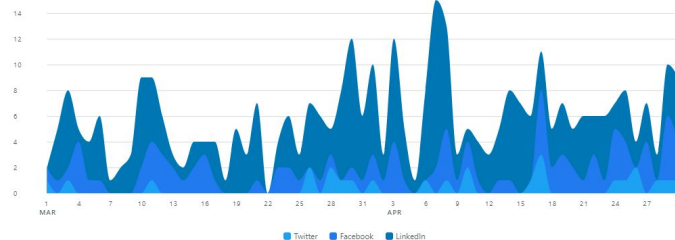
Group Engagement

Engagements Per Day



Group Audience Growth

Followers Gained, By Day



- Although slight increase in CSCF's followers, they current are more engaged in content regarding:
 - Success Stories
 - New Virtual Workshops
 - New Skill Up Metrix Learning training programs
 - Community Partnerships
- 4.5% increase in followers on LinkedIn
 - Reaching more businesses and professionals with relevant content

Most Popular Post:

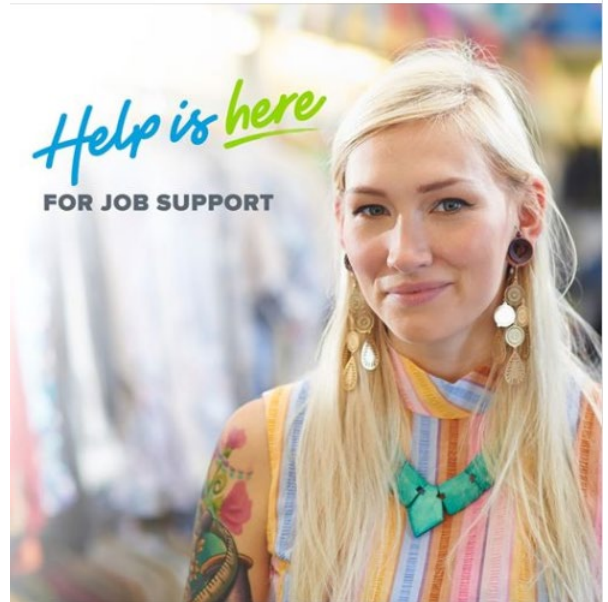


CareerSource Central Florida

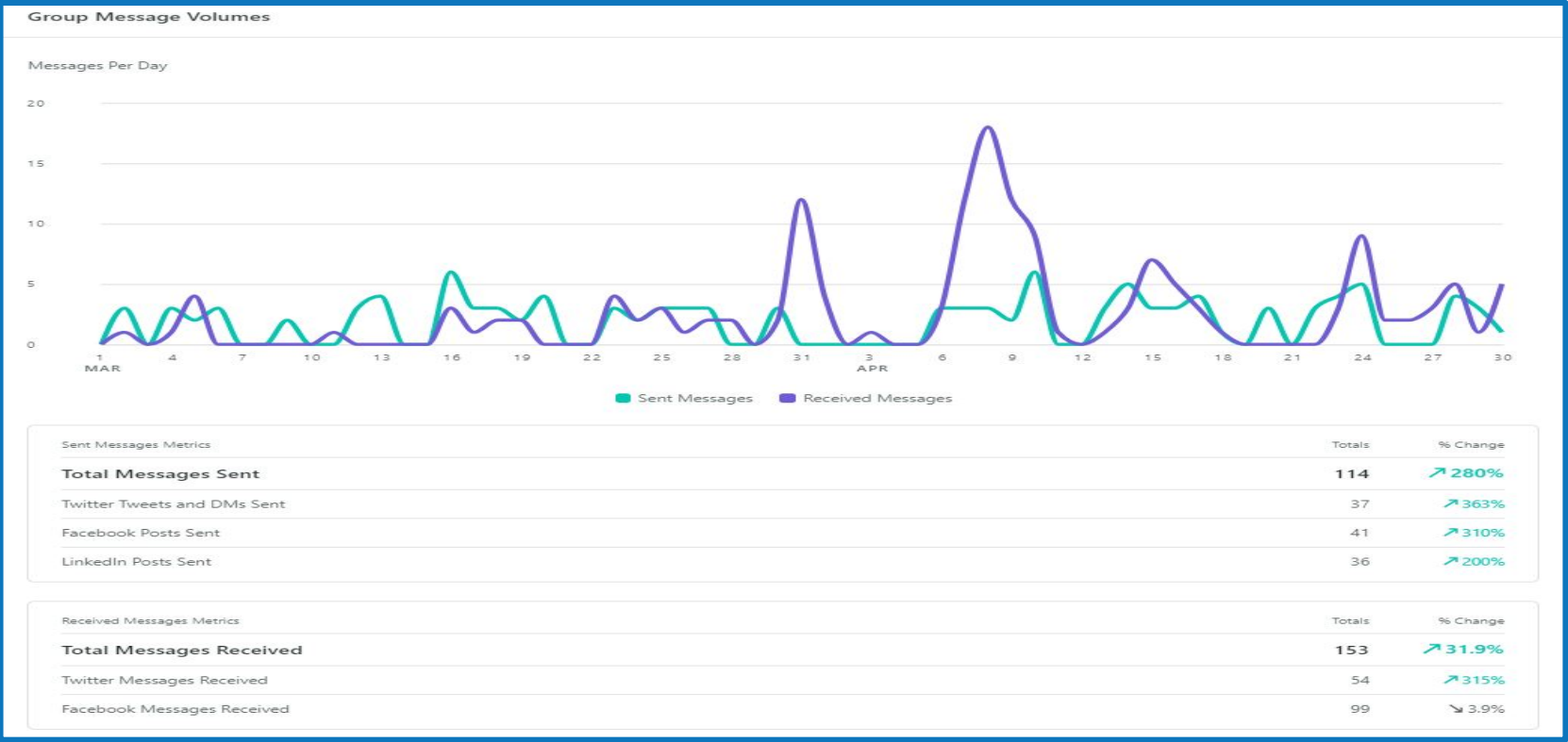
Published by Sprout Social (?) · April 29 at 11:52 AM ·

In early April, a veteran named Toni had a virtual appointment with Eileen, a CareerSource Central Florida Career Consultant, who helped with her resume and referred her to multiple jobs. Toni also began taking HR classes on our Skill Up Metrix online learning while applying to jobs. Toni landed an HR Generalist job with a healthcare company! Congrats, Toni!

During the ongoing #COVID19 crisis, we've experienced an 80% increase in new customers. We've continued to train, #upskill, and connect job seekers like Toni to essential businesses who are #hiring. #voicesofwkdev #workforcenow <https://bit.ly/33sxR17>



SOCIAL MEDIA



Direct Messaging between CSCF and Customers Increased by 32%

PODCAST

CSCF Job Launchpad podcast covers topics on **career journey, talent and recruitment needs of businesses, labor market and overall workforce landscape** with subject matter experts in the community.

- Launched May 8
- Community Awareness Program (CAP) 4 initial short episodes (5-10 minutes)
 1. What to do if your job is impacted during the COVID-19 Coronavirus pandemic?
 2. Who's hiring and how can you connect to a job during this time?
 3. Get tips for updating your LinkedIn profile and your resume
 4. Top 10 tips on successful virtual interview
- 20 min – 1 hour / 12 episodes airing June – Aug

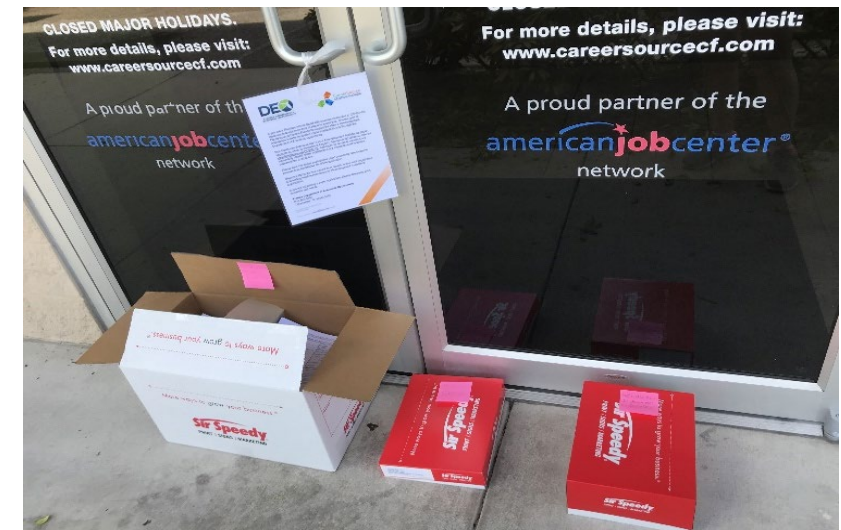


Available on CSCF Website, **Apple and Google Podcasts, Spotify** and other major directories.

CSCF COMMUNICATIONS SUPPORT FOR DEO

Reemployment Application Support

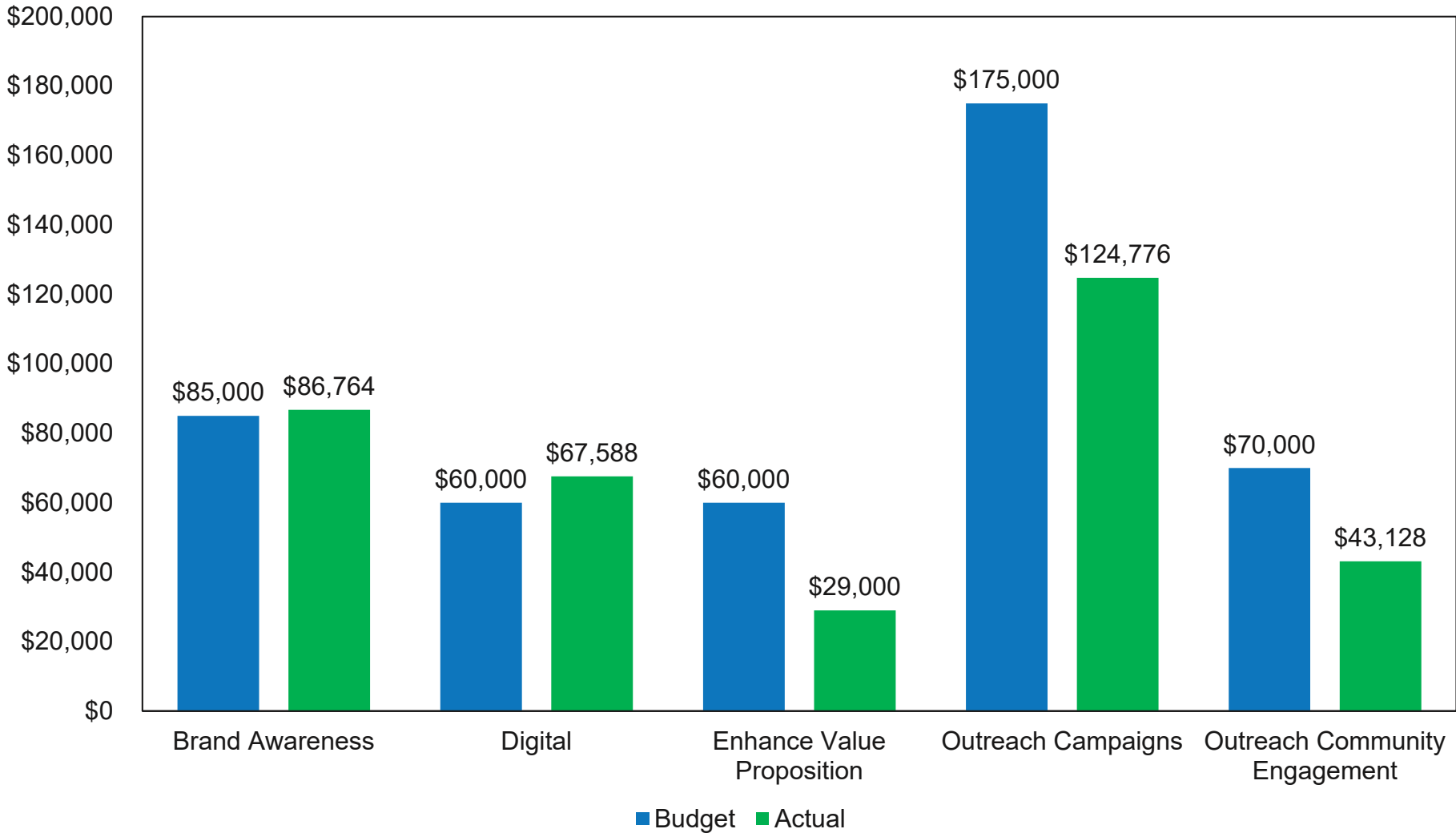
- Printed 17,500 Paper Applications and distributed to all Career Centers and Downtown Orlando office
- CSCF Website DEO Content for DEO Access:
 - Nearly 200 individuals Downloaded Re-employment Application from CSCF
 - 1,000 Direct Clicks to floridajobs.org.
- Posted flyers at all Career Center locations announcing DEO support
- Scripting for CSCF Contact Center and PIN Resets support
- Media Inquiries (CSCF and DEO scope of work)
 - Sent Media Letter to News Directors
 - Provided Media Advisories



The Department of Economic and Opportunity for the Reemployment Assistance Program. CSCF is a separate entity from DEO and does not have oversight of the Reemployment Benefits Program.

STRATEGIC COMMUNICATIONS BUDGET

PY19-20 Budget vs. Actual



Data: July 1 – March 31, 2020

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INSIGHT

CRISIS COMMUNICATIONS – PROACTIVE APPROACH

Media Message Planning – Potential Issues

Preparation Underway for Managing CSCF Reputation for Potential Risks and Issues

- Brand Management
 - Investigative Reporting
 - Legal Issues
 - Public Records
- Service Delivery
 - Technology
 - Career Centers
 - Customer Engagement
- Safety & Security
- Consumer Conversations / Social Media Activity



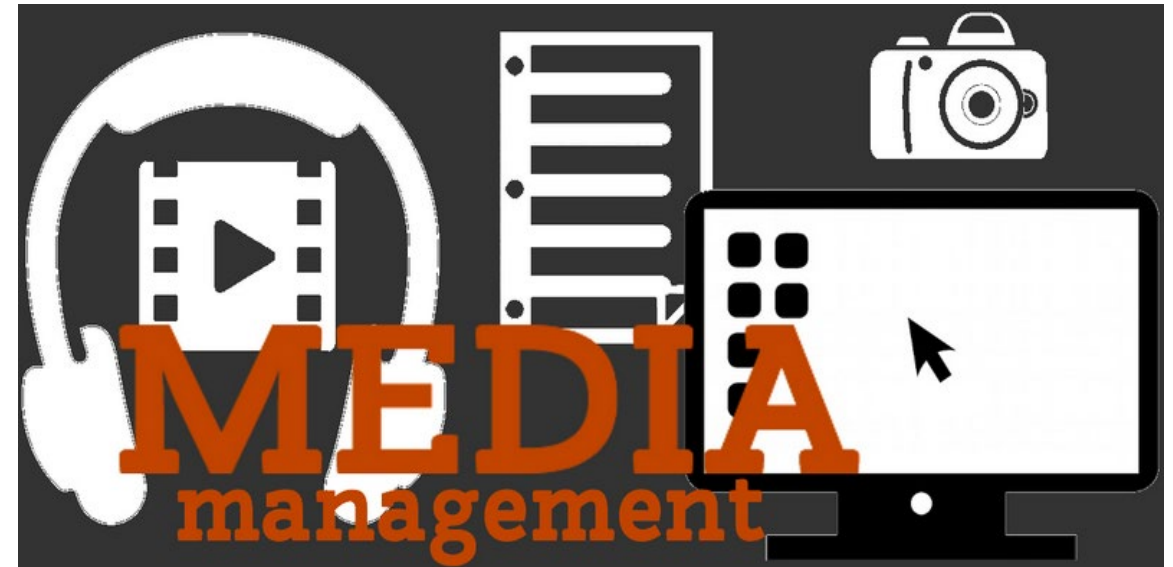
Protecting the
CSCF Brand

CRISIS COMMUNICATIONS

Strategic Messaging

Implementing a Proactive Approach to Inform and Engage Media Aimed at Receiving **Fair, Accurate and Balanced Reporting** about CSCF, its Efforts and Scope of Work

- Formation of Crisis Communications Team
 - CSCF Executive Leadership and Strategic Communications teams
 - PR Consulting Firm (Sara Brady)
- Craft Various Messaging Strategies based on Anticipated Short-term Long Term Scenarios
- Training:
 - ‘Media Training’ for Career Center Managers and other Key Leaders prior to opening (June 1)
 - Crisis Communications for Senior Leadership
- Invite Media Representatives to “Sneak Peak” of CSCF Re-opening Plans



CSCF-DEO scope of work
issue

Logistics and Operations
upon Reopening

Technology Readiness

Staff Preparedness

Health and Safety Issues

Customer Experience

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ADJOURNMENT

THANK YOU!

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