



**Community Engagement Committee Meeting  
Thursday, May 12, 2022, 3:00 pm**

**MINUTES**

**MEMBERS PRESENT:** David Sprinkle, Kari Conley, Gui Cunha, John Gyllin, Roger Pynn, Renee Quintanilla, Stella Siracuza, and DeAnna Thomas

**MEMBERS ABSENT:** Wayne Weinberg

**STAFF PRESENT:** Becca Bides, Pam Nabors, Steven Nguyen, Nilda Blanco, Emily Kruszewski, Angel Ramos, Sean Masherella & 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 3:02 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 11/4/21 Meeting (attachment).</li> </ul>	<b>Dr. Gyllin made a motion to approve the minutes from the 11/4/21 Community Engagement Committee meeting. Mr. Pynn seconded; motion passed unanimously.</b>
5	<b>Information/Discussion</b> <u>Strategic Communications Updates</u> <ul style="list-style-type: none"> <li>Ms. Becca Bides, VP of Strategic Communications, provided following updates:               <ul style="list-style-type: none"> <li>Introduced Ms. Emily Kruszewski, CSCF's new Director of Corporate Communications.</li> <li>Status of Level Up activities.</li> <li>Asked the Committee to reach out if any panel or media opportunities arise when they could promote CSCF.</li> </ul> </li> </ul>	

6	<p><b>Insight</b> <u>Community Engagement Survey – Results &amp; Discussion</u></p> <ul style="list-style-type: none"> <li>• Dr. Ron Piccolo, with University of Central Florida, reviewed a presentation entitled “Community Survey Results” (attachment) and provided an overview of survey results on awareness and perceived value of CSCF and its partner needs.</li> </ul> <p>Committee feedback:</p> <ul style="list-style-type: none"> <li>– Focus on simple message/brand that speaks to regional community well vs. broad image campaign.</li> <li>– Bolster awareness and consistency of delivery of services.</li> <li>– Distributing info more effectively via marketing, PR and “arming” staff with good information.</li> <li>– Make community more aware that CSCF is very helpful to mid and small size businesses.</li> <li>– Take data insights to market – what data can be CSCF be known for? Validation that this is a need and CSCF has credibility. CSCF already has a unique piece data: inside information on what job seekers are looking for and what they are saying.</li> <li>– Salary Guide is a very sought after piece of data</li> <li>– Look historically at Goodwill – they have positioned themselves very clearly at what they do. What storytelling has Goodwill done?</li> </ul>	
7	<p><b>Other Business</b> None offered.</p>	
8	<p><b>Adjournment</b></p> <ul style="list-style-type: none"> <li>• Meeting was adjourned at 4:23 p.m.</li> </ul>	

Respectfully submitted,

Kaz Kasal  
Executive Coordinator