



What: **Community Engagement Committee Meeting**
When: Monday, May 13, 2019
 2:30 p.m. – 4:00 p.m. CareerSource Central Florida
Where: 390 N. Orange Ave., Suite 700, Orlando, FL 32801
Virtual: GoToMeeting (*remote attendees*):
 Link: <https://global.gotomeeting.com/join/905557437>
 Dial In (Toll Free): **1 (877) 309-2073 / Access Code: 905-557-437**
Board Priorities: Analyze the Business | Engage the Talent Pool

<i>Agenda Topic</i>	Presenter	Action Item
1. Welcome	Jody Wood	
2. Roll Call / Quorum Establishment	Kaz Kasal	
3. Public Comment		
4. Action Items	Jody Wood	X
a. Approval of Minutes: 1-14-19 Community Engagement Meeting		
5. Information		
a. Strategic Communications Update	Lisa Burby	X
6. Insight		
a. Board Retreat/North Star Priorities	Pam Nabors	
7. Adjournment	Jody Wood	

Upcoming Meetings:

- Consortium & Board Meeting: 6/20/19, 9:00 am – 11:00 am
 Location: Clermont Arts & Recreation Center, 3700 S. Highway 27, Clermont, FL 34711



DRAFT
Community Engagement Committee Meeting
Monday, January 14, 2019, 2:30 pm
MINUTES

MEMBERS PRESENT: Jody Wood, John Gyllin, Mark Havard, Roger Pynn, Jane Trnka and Wayne Weinberg

MEMBERS ABSENT: Robert Brown, Sheri Olson and Rick Walsh

STAFF PRESENT: Pam Nabors, Lisa Burby, Kristine Concepcion, Anthony Adams and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Ms. Wood called the meeting to order at 2:36 pm.	
2	Roll Call / Establishment of Quorum Ms. Kasal reported quorum present.	
3	Public Comment None offered.	
4	Action Items <u>Approval of 11/16/18 Minutes</u> Reviewed minutes from 11/16/18 Meeting.	Mr. Havard made a motion to approve the minutes from the 11/16/18 Community Engagement Committee meeting. Mr. Pynn seconded; motion passed unanimously.
5	Information <u>Strategic Communications Update (attachment)</u> <ul style="list-style-type: none"> • Reviewed mid-year results on public relations, social media and the launching of the Board Source. • Reviewed status of the website audit, modified master narrative, and construction industry campaign. <ul style="list-style-type: none"> ○ Committee concurred with modified master narrative structure. • Reviewed priorities and timelines for Q3 & Q4: 	<i>Staff to present final test stage of website refresh to Committee in spring.</i>
6	Insight <u>North Star Discussion</u> <ul style="list-style-type: none"> • Ms. Nabors reviewed the leadership team's focus to redefine "what is a career?" as CSCF aligns itself to the overall strategies. The team affirmed: <ul style="list-style-type: none"> ○ Careers are no longer linear towards a specific destination, but an ever moving journey. ○ CSCF engages, guides and forms relationships to continue motivating at every point throughout the journey. 	
7	Adjournment <ul style="list-style-type: none"> • Meeting was adjourned at 4:00 p.m. 	

Respectfully submitted,
Kaz Kasal

STRATEGIC COMMUNICATIONS UPDATE

MAY 13, 2019

STRATEGIC COMMUNICATIONS GOALS

2018-2019

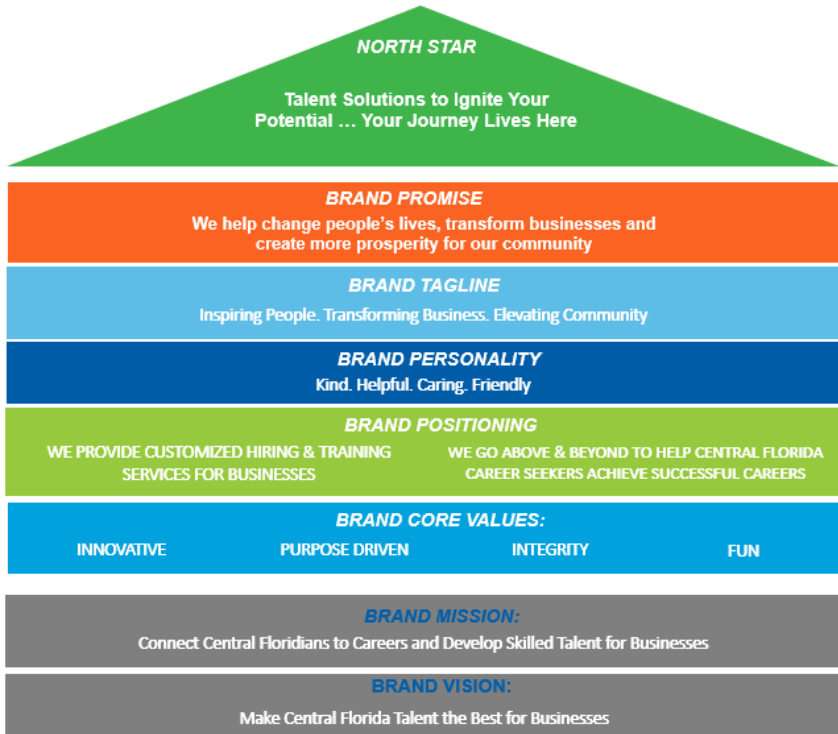
Board/CSCF Priorities	<ul style="list-style-type: none"> ❖ Analyze the Business Environment ❖ Drive Innovation 	<ul style="list-style-type: none"> ❖ Analyze the Business Environment ❖ Drive Innovation 	<ul style="list-style-type: none"> ❖ Analyze the Business Environment ❖ Engage the Talent Pool 	<ul style="list-style-type: none"> ❖ Engage the Talent Pool
Strategy	Enhance the Value Proposition	Digital Strategy	Outreach Campaigns	Brand Awareness
Strategic Comm. Goals	<p>Drive Awareness of CSCF and its Economic Impact each quarter by creating and maximizing business relationships with 5 key constituents</p> <p>Drive employee engagement across, up and down all levels in support of CSCF vision, strategy and culture</p>	<p>Increase career-seeker and business engagement throughout the customer journey through target market research and analysis, and communication plan</p>	<p>Build marketing campaigns in support of key sectors and programs, and deliver across owned, earned, paid, and social media</p>	<p>Develop media and influencer strategy by engaging the media and key influencers on a consistent schedule to showcase CSCF's unique value proposition</p> <p>Ensure Brand Materials are in Compliance with Standards</p>
<p>2,000 career seekers aligned in HGIs; Employee, customer and business satisfaction/engagement levels increased</p>				
KPIs	<ul style="list-style-type: none"> ✓ Master Narrative Implemented ✓ Quarterly Reports Delivered ✓ Launch of Internal Comm. portfolio ✓ Increase in employee satisfaction 	<ul style="list-style-type: none"> ✓ Redesigned website ✓ Career-seeker and business satisfaction surveys and focus groups conducted 	<ul style="list-style-type: none"> ✓ Quarterly Campaigns for HGI (paid/earned/owned) delivered ✓ Target Market Research completed 	<ul style="list-style-type: none"> ✓ 100% increase in media coverage ✓ Updated brand materials



STRATEGIC COMMUNICATIONS GOALS

Enhance the Value Proposition

MASTER NARRATIVE



Positioning For Growth

Foundational Focus

INTERNAL COMMUNICATION PORTFOLIO LAUNCH

	CEO comms	inside source	staff meetings	the source minute	SOURCE for you	the source	source flix
Overview	Key Messages from President & CEO	Key Messages from Executive Leadership that are Time Sensitive	In-person Meetings on a Weekly, Monthly or Yearly Basis	Weekly Talking Points with for Center Managers to Share with their Staff	Weekly Newsletter with Featured Stories and CSCF news	CSCF's Employee Intranet	Videos highlighting information and shared via email & on <i>The Source</i>
Key Messages	<ul style="list-style-type: none"> High Level Organizational News Holiday Messages Pertinent Messages 	<ul style="list-style-type: none"> High Level Department News Pertinent Messages 	<ul style="list-style-type: none"> CSCF Scorecard Department Updates President's Report 	<ul style="list-style-type: none"> Top "Source For You" Highlights Management Messages 	<ul style="list-style-type: none"> Department News Trainings Success Stories 	<ul style="list-style-type: none"> Source For You stories Training Reminders Department Information Resources CSCF Calendar 	<ul style="list-style-type: none"> Quarterly Video Scorecard Workplace Culture & Values Staff & Program Highlights
Channels	Email Intranet Staff Meetings	Email	In-person	Email	Email	Email	Intranet Email
FREQ	As Needed	As Needed	1x/wk (Centers) 1x/month (BOA) 1x/year (All)	Weekly	Weekly	Weekly	Monthly
DIST.	Custom	As Needed	Fridays - a.m. Wednesdays June	Thursdays	Fridays	Fridays	Tuesdays



EMAIL MARKETING ... NEWSLETTERS

Enhance the Value Proposition

Audience	Cadence	Average Open Rate	Average Click Through	Key Insights
----------	---------	-------------------	-----------------------	--------------



All Board Members, Ad Hoc Members

Monthly

48%

27%

Higher than industry average, indicating strong engagement and quality content



All CSCF Managers

Every Thursday

87%

33%

Strong engagement at management level



All CSCF Internal Staff

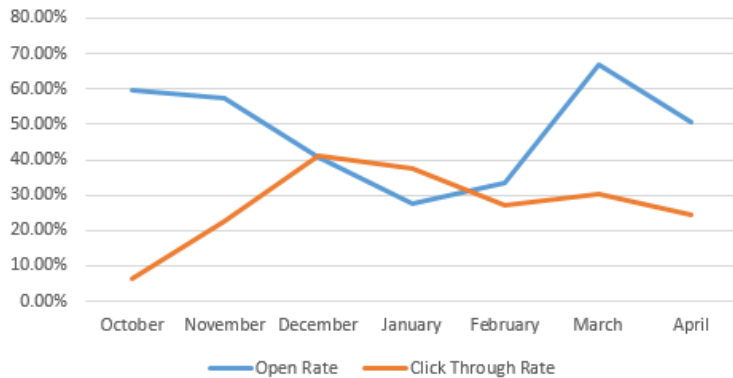
Every Friday

66%

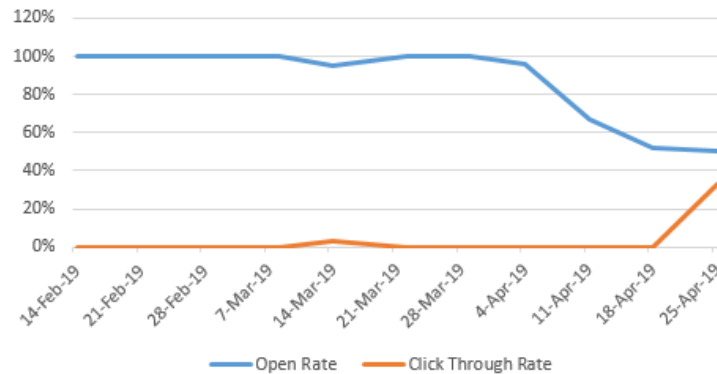
35%

High interest from staff

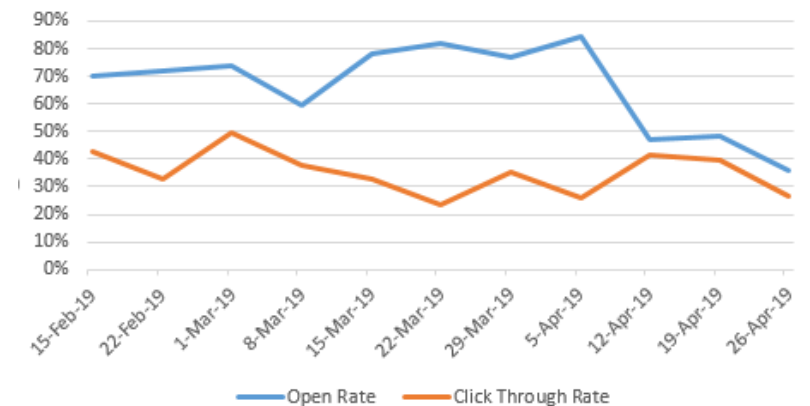
BoardSource



Source Minute





News From The Source



BOARD COMMUNICATIONS

Enhance the Value Proposition


Newsletter

Insights

Summer Youth Program to Invest in 1,000 Young Adults


To better connect our local youth to career prosperity, we have officially launched our 2019 Summer Youth Program. In its third year, the program has been revamped to include two additional program paths, an extended age group and a goal of impacting 1,000 young adults in Central Florida.



[Read More](#)

Who IS our Niche Customer?

We have partnered with Integrated Insight – a company that helps organizations out-behave the competition through insights & analytics – to design and execute research on our company.



At the end of this research, we will clearly understand exactly who our niche customer *really* is to more

Meeting Notices

CSCF Board Meeting & Retreat

Thursday, April 25, 2019

Greetings CSCF Board of Directors,

Please find details of the upcoming Board Meeting & Retreat below:

Please note:
The Board Meeting is scheduled from 9:00 am to 9:30 am and two-thirds Board attendance is needed, as there is an action item (Agenda Item 5A 1) that requires two-thirds of Board present (in person or via phone).

Immediately following Board Meeting is the Board Retreat from 9:30 a.m. to 2:30 p.m. (Please note: Retreat portion has been extended a half hour).

We look forward to seeing you next week!

PLEASE RSVP BELOW

LOCATION
Valencia College / District Office, 1768 Park Center Dr., Orlando, FL (Conference Rm - 5th Floor)

DATE AND TIME
04/25/19 9:00am - 04/25/19 2:30pm

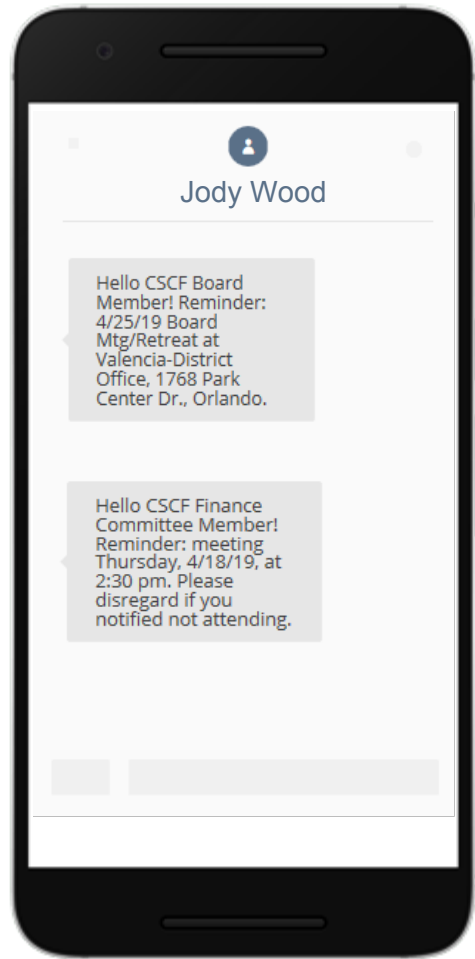
[Meeting Packet](#)

[Parking Instructions](#)

Remote Attendees:

[Click Here for GoToMeeting](#)

Text Messages



BOARD ENGAGEMENT ACTIVITIES

Enhance the Value Proposition

Board Participation

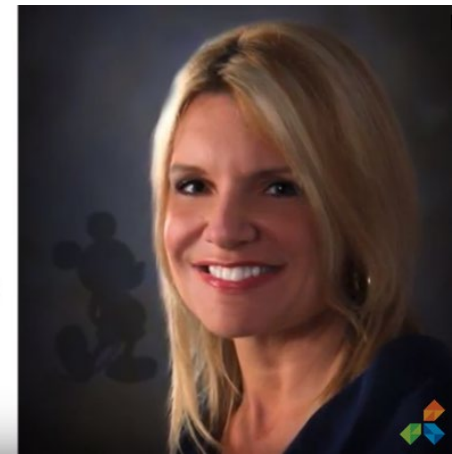
- 46% Participation Rate
- 13 out of 28 Board Members have Participated in a Board Engagement Activity

Activities

- Center Tours
- Job Shadowing
 - Business Services Consultant
 - Career Services Consultant
- CSCF Services Info
 - Youth Program
 - Veteran Program

"I was really impressed with the support for our youth and the personal care the consultants take with their success in mind"

-Jody Wood
CSCF Board Member since 2014



"Fantastic to see the CareerSource [Central Florida] associates in action!"

-Mark Havard
CSCF Board Member since 2016

"Very helpful in understanding what CSCF does and how they interact with clients...The Seminole Staff were outstanding."

- Steve Ball
CSCF Board Member since 2017



NICHE MARKET & CUSTOMER SATISFACTION RESEARCH



Goal

- Develop additional business intelligence around businesses & career seekers through the use of research & creation of segment personas to inform operation, marketing & communication strategies.

Methodology

- A combination of quantitative study coupled with follow-up qualitative interviews to develop personas (psychographics, educational endeavors, career goals & aspirations, demographics, approach to job search)

Audience

- Online surveys among 600 participants - sourced from a national panel provider

Customer Satisfaction

- Better understand satisfaction levels among businesses & career seekers before, during & after interactions with CSCF
- A combination of online, quantitative study to develop the baseline assessment for outcome measures (one-on-one interviews at Career Centers; one-on-one phone interviews w/ businesses)
- One-on-one interviews with 10-15 customers at each Career Centers followed by final phone interview 2 weeks later



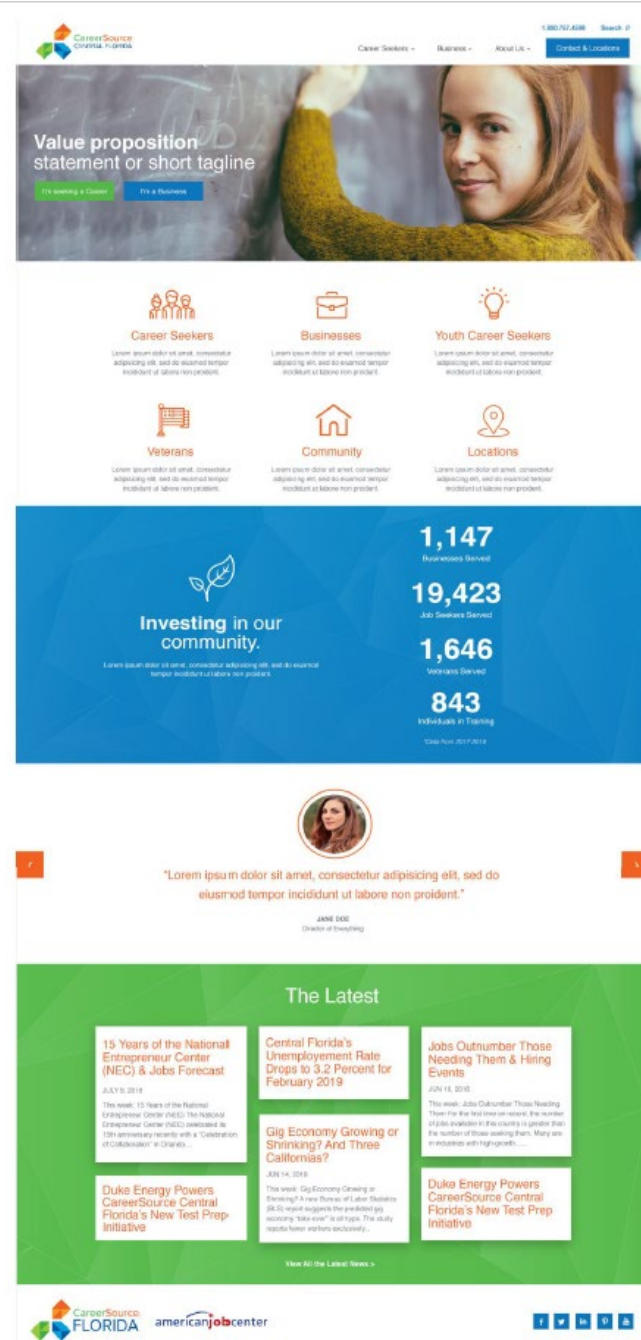
WEBSITE REDESIGN

Digital Strategy

Debut August

Site Redesign Objectives & Creative Direction

- Simplify website navigation to condense information under fewer top level navigation headings.
- Create more dynamic content (such as blog posts, resources, and events) that can be tagged with specific categories
- Visitors to the website should perceive CSCF as experts, but also caring, personable and friendly. The design will be modern, clean and have brand consistency
- Photos used will portray a feeling of inspiration, hope and bright futures, and reflect the diversity of the audience CSCF serves

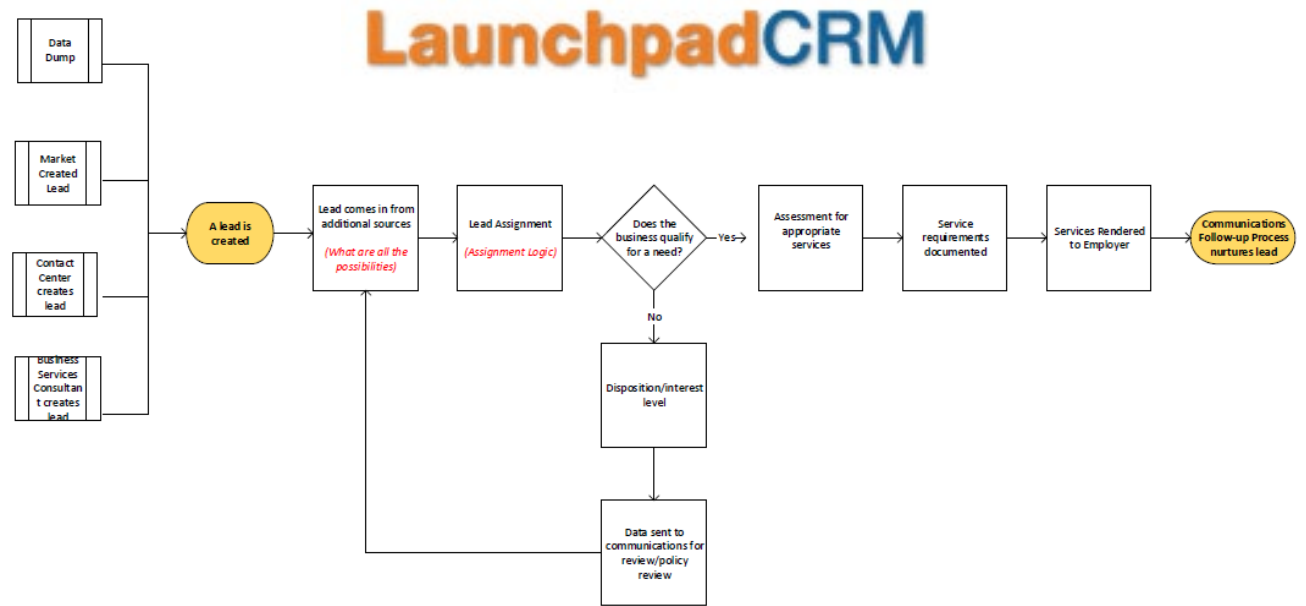


CUSTOMER RELATIONSHIP MANAGEMENT PLATFORM (CRM)

Digital Strategy

Launch August

- Increase Engagement to Foster Deeper Relationships
- Capture Data Along the Customer Journey
- Increase Cross-functional Data Transparency
- Establish & Track Multiple Touchpoints to Generate Leads
- Decrease Operational Workflow Redundancies



CAMPAIGNS LAUNCHED

Outreach Campaigns



Find. Hire. Train.

Build Your Workforce.
Zero-Cost Recruitment and Low-Cost Training for employers in construction.
Increase retention and decrease turnover!
BuildYourConstructionTeam.com

CareerSource CENTRAL FLORIDA
A proud partner of the americanjobcenter network

Construction
Nov - Feb



Transformamos vidas. Negocios. Y comunidades.

Teresa Sanabria

¿Buscas trabajo y no sabes por dónde comenzar? ¿Tienes una profesión y no sabes a quien contactar? ¿Estás inspirado para llevar tu carrera al próximo nivel, pero los efectos del huracán María te dejaron inseguro de tus opciones? Todos los días en CareerSource Central Florida ayudamos, aconsejamos y asesoramos a muchas personas como tú. Acércate hoy mismo y uno de nuestros consultores profesionales te ofrecerá soluciones personalizadas sin cargo para ayudarte a alcanzar el futuro que siempre soñaste.

A proud partner of the AmericanJobCenter network.

Tu futuro comienza aquí.

CareerSource CENTRAL FLORIDA

Gratuito, o elige que cobre de Puerto Rico o Isla Vírgenes se ha visto afectado por el huracán María, está disponible para que consultes en español. Para obtener información llama al (407) 631-2222. CareerSource Central Florida es un programa para empleadores con igualdad de oportunidades. Los apellidos y servicios multilingües están disponibles a pedido de personas con discapacidades. Las personas que utilizan equipos TTY / TDD pueden consultarse con todos los números de teléfono de voz en este documento a través del servicio de interpretación de Florida al 711.

Hispanic
May - August



CareerSource Central Florida Sponsored · @

Looking for career training opportunities but can't afford an unpaid internship? Earn \$\$ while you learn this summer!

EXPLORE CAREER PATHS
GAIN WORK EXPERIENCE
ACCELERATE YOUR CAREER

<http://careersourcecentralflorida.com/c...>
Paid Internships & Training Opportunities **SIGN UP**

Youth Program
March - July

CAMPAIGN SPOTLIGHT: CONSTRUCTION

Outreach Campaigns

Campaign Strategy

- Launch Foundational, Focused Campaign Targeting Construction Industry - Aimed at Career Seekers & Employers
- Develop Agile, Diverse Marketing Approach – Consistently Optimization Across Various Channels
- Expand Visibility of Offerings to Career Seekers & Employers
- Generate Awareness & Increase Reach

Creative Concept

- Portray CSCF Capabilities to Build a Workforce By Finding, Hiring & Training Individuals
- Hone In On Developing a Bigger Toolbox of Skills to Help Build Career
- Images to Depict Career Options & Upward Mobility

We're moving up and so can YOU.
Central Florida is growing—and BUILDING.
Of fastest growing cities in the U.S., Orlando is #14 —and in Florida: HIGHEST RANKED.

Source: Magnify Money.com, America's Biggest Boomtowns (Aug. 2018)

Get trained now. Make YOUR move.

CareerSource CENTRAL FLORIDA

Build Your Future at careersourcecentralflorida.com | 1.800.757.4598
Serving Sumter, Lake, Orange, Osceola, and Seminole counties.

What's in your toolbox?

CareerSource CENTRAL FLORIDA

Build Your Workforce.

Find. Hire. Train.

A proud partner of the American Job Center network

Zero-Cost Recruitment
Low-Cost Training
BuildYourConstructionTeam.com

CAMPAIGN SPOTLIGHT: CONSTRUCTION

Outreach Campaigns



Paid Media



Owned Media

Employers:

www.BuildYourConstructionTeam.com

Career Seekers:

www.GetHiredInConstruction.com

Earned Media



CAMPAIGN SPOTLIGHT: YOUTH

Outreach Campaigns

Campaign Strategy

- Align tactical initiatives to support a holistic strategy
- Implement a phased approach to remain agile in responding to program needs
- Create brand cohesion with assets and collateral to share a unified brand story
- Drive leads and program awareness
- Align cross-functional activities

Creative Concept

- Portray CSCF youth opportunities
 - Highlight three program options
- Images to depict program options and summer plans



Introducing the NEW 2019 Summer Program Develop Your Path to Success

As a previous applicant, we're excited to announce the opening of our new comprehensive Summer Program for young adults. Pick from 1 of 3 program paths to help you gain **experience**, **explore** unknown career paths and **accelerate** your ability to launch a full-time career.

CareerSource Central Flor...

Don't delay — start your career today!

Our summer programs are designed specifically to help young adults like you gain experience, explore career pathways and accelerate their potential -- all while earning money.

Sign up by providing your info below.

Email
Enter your answer.

Full name
Enter your answer.

Phone number
Enter your answer.

By clicking Submit, you agree to send your info

Submit



CAMPAIGN SPOTLIGHT: YOUTH

Outreach Campaigns

Paid Media



Owned Media

www.CareerSourceCentralFlorida.com/Summer-Youth

Earned Media



CAMPAIGN SPOTLIGHT: HISPANIC

Outreach Campaigns

Campaign Strategy

- Launch Focused Campaign Targeting Those Impacted from Hurricane Maria in Puerto Rico and the U.S. Virgin Islands
- Leverage and Integrate Media Channels to Reach & Engage Key Audiences
- Expand Overall Visibility of CSCF Offerings to the Hispanic Community
- Deliver Culturally Relevant Campaign Assets & Messaging to Influence The Hispanic Audience
- **Target:** Hispanic Adults 25-54 living in Central Florida from May to July



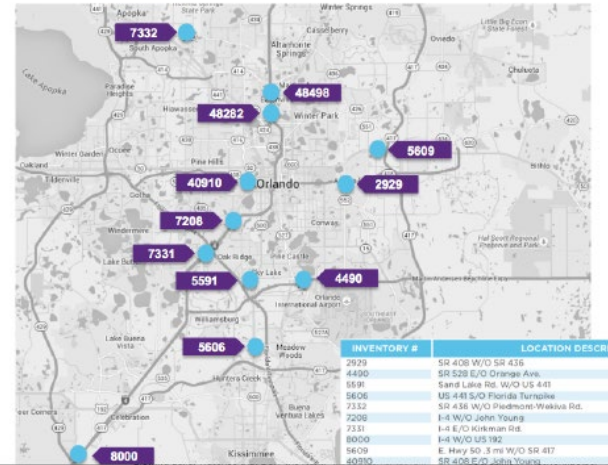
Creative Concept

- Trans-create Messaging to Support Cross-cultural Dialects
- Utilization of Imagery to Depict Trust, Family & Career Success
- Develop a Dedicated Spanish Micro-Site to Promote Capabilities

CAMPAIGN SPOTLIGHT: HISPANIC

Outreach Campaigns

Paid Media



Owned Media

www.TuFuturoComienzaAqui.org



COLLATERAL

Brand Awareness



Construction

Average Wage:
\$14 per hour

By 2025, an estimated **14,000 Jobs** will be added to the industry

In-demand careers that can be yours with 1 year or less of training

- | | |
|----------------------|----------------------------------|
| Crafts | Labor |
| Mason | Installer |
| Carpenter | Heavy Equipment Operator |
| Tile & Marble Setter | Mechanic |
| Painter | Construction & Extraction Worker |
| Glazier | Repairer |

- Traditional**
- Electrician
 - Roofer
 - Heating, A/C

Source: FL Department of Economic Opportunity, Bureau of Labor Market Statistics

careersourcecentralflorida.com | 1.800.757.4598



Advanced Manufacturing

Average Wage:
\$15 per hour

By 2025, an estimated **2,000 Jobs** will be added to the industry

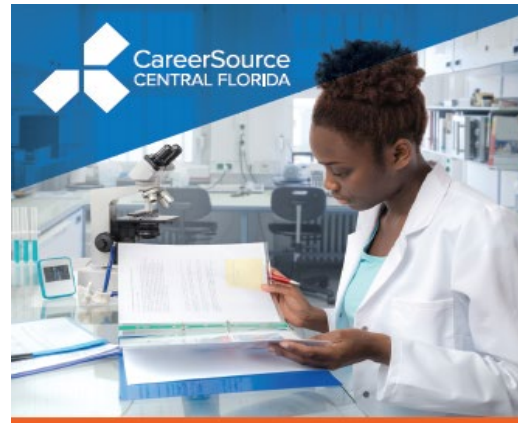
In-demand careers that can be yours with 1 year or less of training

- | | |
|---|--|
| Computer Numerical Control (CNC) | Computer Controlled Machine (CCM) |
| Machine Operator | Metal & Plastics |
| Programmer | Assemblers & Fabricators |
| Tool Operator | Molders |
| | Tool Operator |

In addition, more technical jobs may be added, which contribute to growth in the information technology industry

Source: FL Department of Economic Opportunity, Bureau of Labor Market Statistics

careersourcecentralflorida.com | 1.800.757.4598



Healthcare

Average Wage:
\$17 per hour

By 2025, an estimated **34,000 Jobs** will be added to the industry

In-demand careers that can be yours with

- | | |
|-----------------------------------|---|
| 1 year or less of training | a 2 year degree |
| Dental Assistant | Dental Hygienist |
| Medical Equipment Preparer | Respiratory Therapists |
| Phlebotomist | Emergency Medical Technician |
| Radiology Technician | Laboratory Technician |
| Surgical Technician | Medical Records/Health Information Technician |
| Veterinary Technician | Optician |
| Physical Therapist Assistant | Paramedic |
| Pharmacy Technician | |
| Sonographer | |
| Nursing | |

Source: FL Department of Economic Opportunity, Bureau of Labor Market Statistics

careersourcecentralflorida.com | 1.800.757.4598



Hospitality

Average Wage:
\$17 per hour

By 2025, an estimated **38,000 Jobs** will be added to the industry

In-demand careers that can be yours with 1 year or less of training

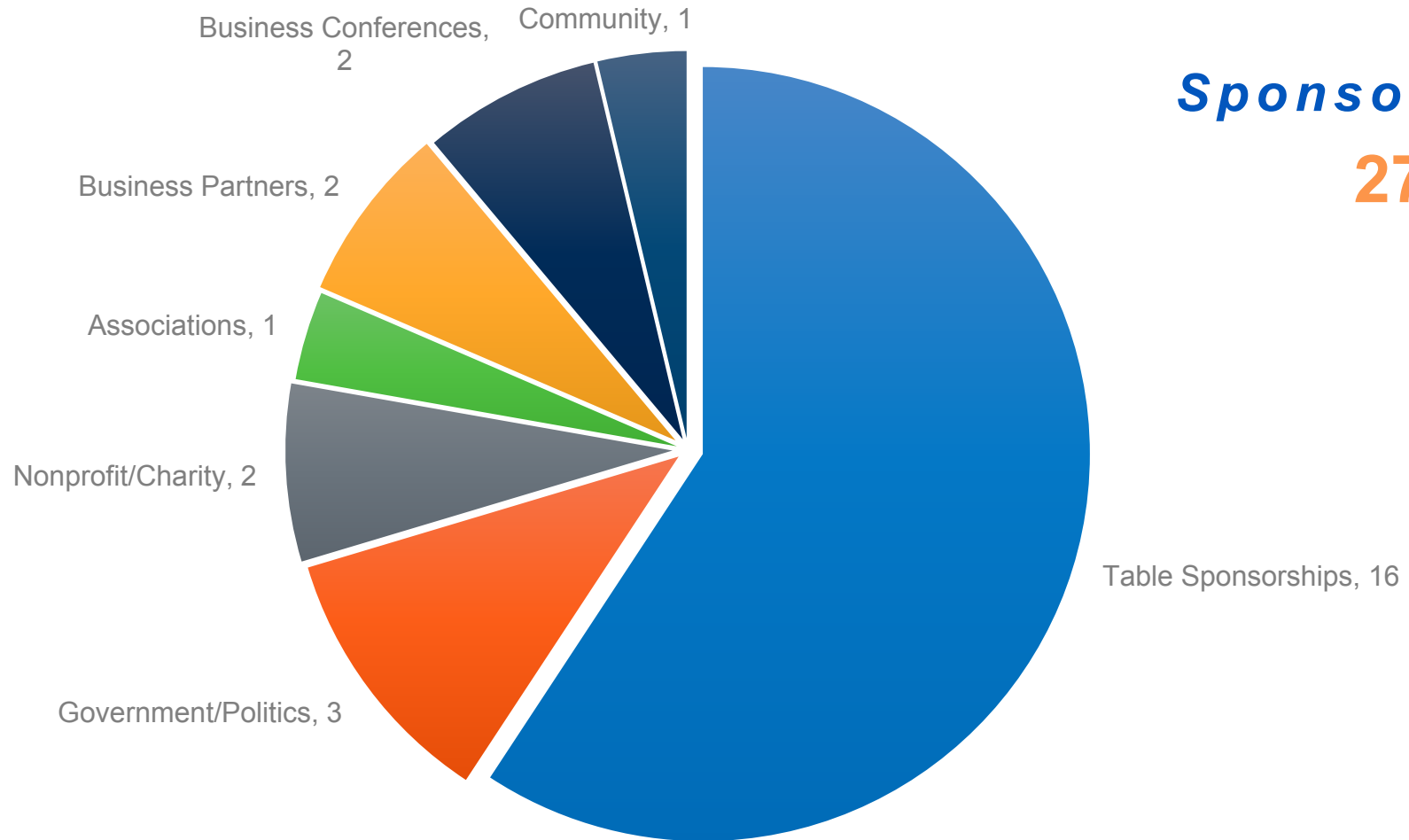
- Culinary**
- First-Line Supervisor
 - Preparation Sous Chef
 - Chef / Head Cook

Source: FL Department of Economic Opportunity, Bureau of Labor Market Statistics

careersourcecentralflorida.com | 1.800.757.4598

COMMUNITY INVOLVEMENT

Brand Awareness



Sponsorships
27

- Table Sponsorships
- Government/Politics
- Nonprofit/Charity
- Associations
- Business Partners
- Business Conferences
- Community Sponsorships



PUBLIC RELATIONS

Brand Awareness

CSCF MENTIONS

313

SENTIMENT / TONE

Neutral	Positive	Negative
---------	----------	----------

50%

45%

.05%

AUDIENCE REACHED

178M

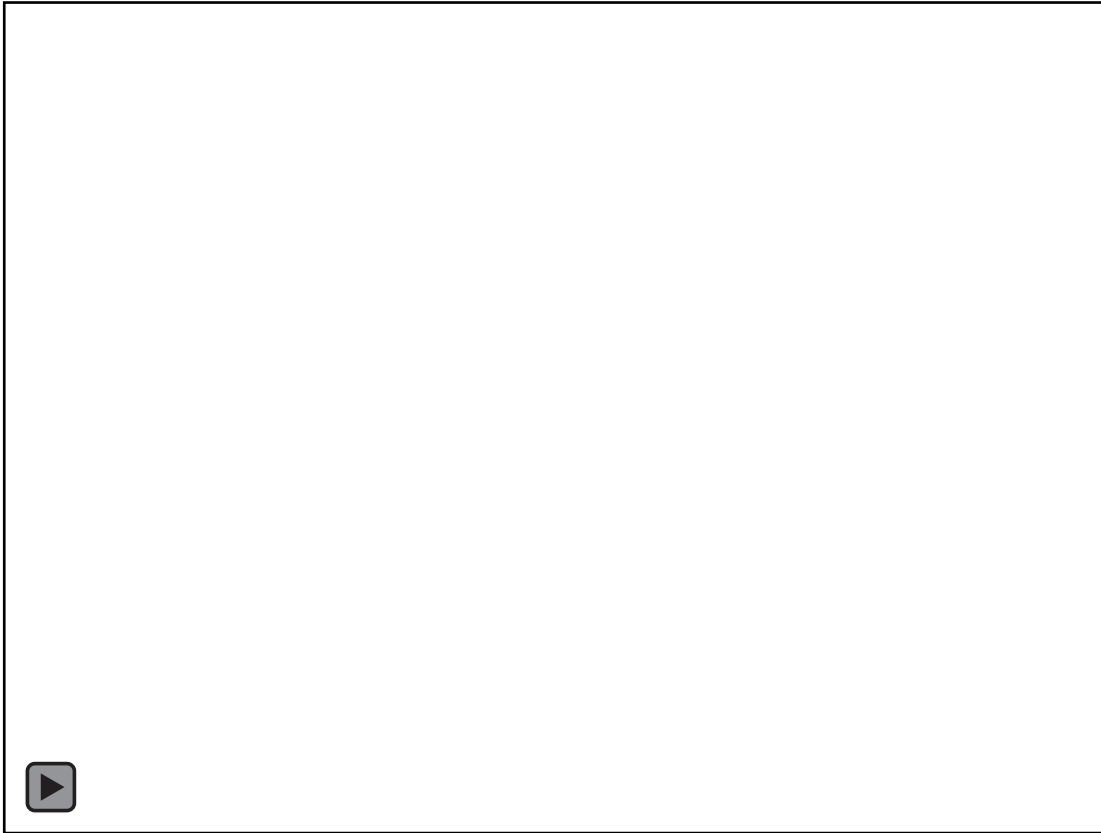


DAILY COMMERCIAL



PUBLIC RELATIONS

Brand Awareness

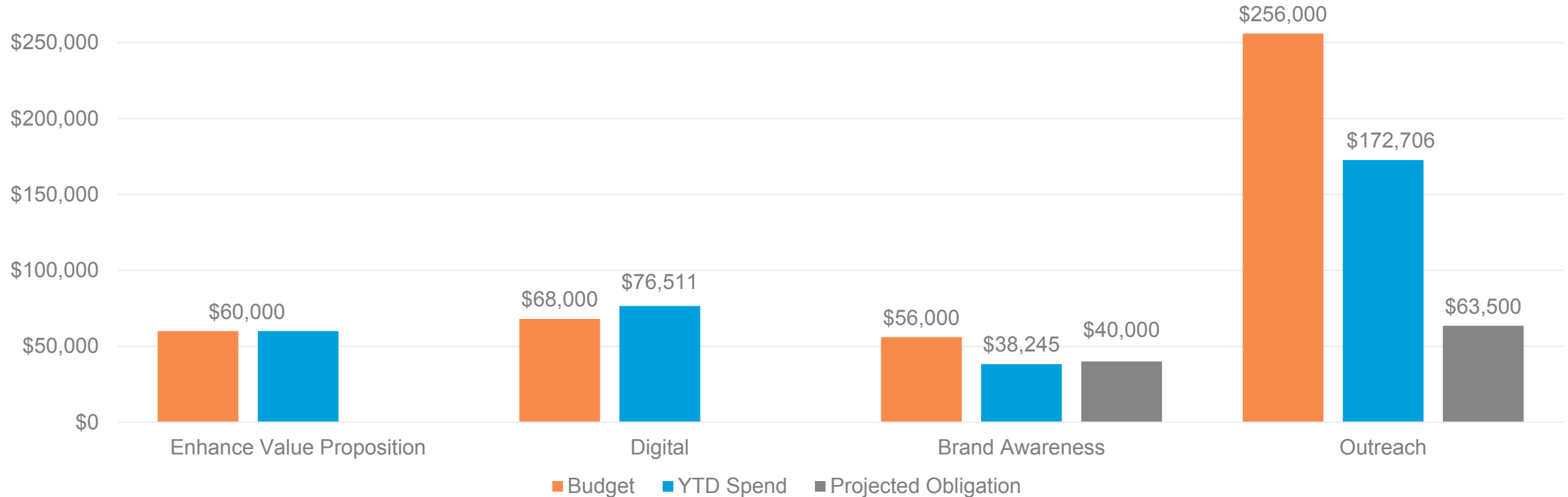


April 23, 2019 – Interview with Nilda Blanco, Director of Business Intelligence



STRATEGIC COMMUNICATIONS BUDGET

2018-19 BUDGET



Budget Updates:

- Outreach Now Includes Funds for Project Restore & Summer Youth Initiatives

WHAT'S NEXT?

2019 - 2020

MEASURES OF SUCCESS

Key Performance Indicators (KPI) Development

Leads & Conversion Rates



Analytics



Customer Satisfaction (Career & Businesses)



Engagement



Traditional Media Coverage



Content Marketing



- Lead Generation Process In Development
- Youth program success (conversion rate establishment)

- Website Re-launch
- Scorecard

- Research underway to inform operation, marketing and communication strategies

- Employee Engagement Survey
- Intranet Audit
- Define Social Media Strategy

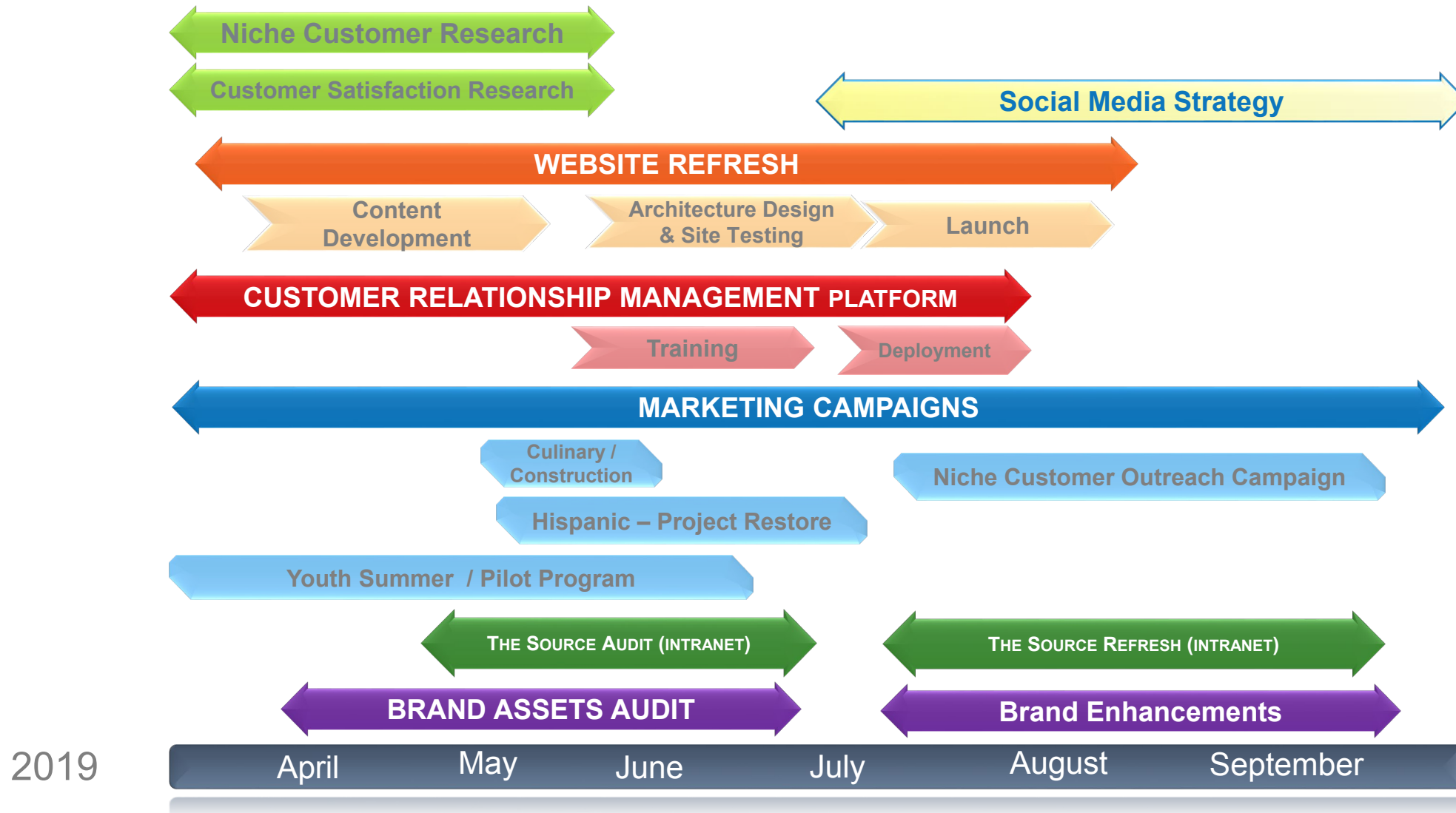
- Implement Proactive Public Relations Strategy

- Implement Master Narrative Across All Communication Channels

 Development Progress

STRATEGIC COMMUNICATION

Q4 & 2019 – 2020 Roadmap



THANK YOU!