



Community Engagement Committee Meeting

CareerSource Central Florida
390 North Orange Ave., Suite 700 (7th Floor), Orlando, FL 32801

Monday, May 14, 2018

2:30 p.m. – 4:00 p.m.

Conference Call-in phone number: (866) 576-7975 / Participant Access Code: 299848

Strategic Goals developed by the Board:

- *CareerSource Central Florida will become business focused in all efforts*
- *CareerSource Central Florida will identify ways to measure progress and Return On Investment (ROI)*
- *CareerSource Central Florida will become the workforce intelligence organization for workforce development in Central Florida*

Item	Agenda Topic	Action Item	Info/ Discussion Item	Presenter
1	Welcome			Jody Wood
2	Roll Call / Establishment of Quorum			Kaz Kasal
3	Public Comment			
4	Approval of Minutes A. 1/22/18 Community Engagement Committee Meeting	X		Jody Wood
5	Information/Discussion/Action Items			
	A. Introduction: Lisa Burby, VP Strategic Communications a. Observations & Opportunities b. Budget / Key Themes c. Outreach Activities / Social Media Highlights		X X	Jody Wood
	B. Board Retreat Priorities a. Analyze Business / Engage Talent	X	X	Pam Nabors
	C. Edelman Corporate Narrative Strategy	X		Edelman
6	Other Business Review Meeting Dates for next fiscal year			
7	Adjournment			

Upcoming Meeting:

6/21/18 Board Meeting, 2:00 pm to 3:30 pm / Location: CareerSource Central Florida Southeast Orange County Office, 5784 S. Semoran Blvd., Orlando, FL 32822

Draft
Community Engagement Committee Meeting

Knob Hill Group
1030 North Orange Ave., Suite 200, Orlando, FL 32801

Monday, January 22, 2018
2:30 p.m.

MINUTES

MEMBERS PRESENT: Jody Sweet, John Davis, Sheri Olson, Roger Pynn, Jane Trnka and Wayne Weinberg

MEMBERS ABSENT: Robert Brown, Mark Havard, Kevin Shaughnessy, Chuck Simikian and Rick Walsh

STAFF PRESENT: Pam Nabors, Mimi Coenen, Janet Saunders and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Ms. Sweet called the meeting to order at 2:37 pm and welcomed those in attendance.	
2	Roll Call / Establishment of Quorum Ms. Kasal reported that there was a quorum present.	
3	Public Comment None offered.	
4	Approval of Minutes The Committee reviewed the minutes from the 5/22/17 and 9/26/17 Community Engagement Committee meetings	Ms. Trnka made a motion to approve the minutes from the 5/22/17 and 9/26/17 Community Engagement Committee meetings. Ms. Olson seconded; motion passed unanimously.
5	Information/Discussion/Action Items	
	<p><u>Vision for V.P. of Strategic Communications Position</u> Ms. Nabors stated now that CSCF has re-established itself in community and is a sought after organization for relevant and reliable services, there is the need to “tell the story” internally and externally in a more strategic and organic way. Ms. Nabors stated she discussed with Ms. Sweet the elimination of the Communication Director position and replacing with a strategist to develop compelling stories that highlight CSCF’s vision, mission, values and return to the Central Florida community, as well as develop and oversee strategic communications plans.</p> <p>Ms. Nabors referred to the job description for the Vice President of Strategic Communications (attachment) and stated that CSCF is using an external executive search firm, Career Partners International. Ms. Nabors provided an overview of the interview process and timeline. The plan is to have this position filled by mid to late February.</p>	

Outreach Performance

Ms. Nabors referred to outreach performance data for first and second quarter for fiscal year 17-18 (attachment).

Ms. Nabors stated that CSCF's social media outreach and the analytics will need to be re-evaluated to determine effectiveness. The Committee concurred and provided additional feedback:

- It is important to see the return on investment for outreach effectiveness – i.e. Events - how many got jobs? Who showed up related to the outreach? How many conversions? Ask businesses how they heard about us.
- Social media:
 - o What activities translates to trends?
 - o Tie it to strategic priorities and targeted audience.
 - o Hook action – does social media drive the individual to an action? i.e. attend an event.
- Need to look at seasonality but also have flexibility and be prepared for emergencies i.e. hurricane
- It is all about economic development – this is the core thing. It is about availability of talent and CSCF can deliver.

Ms. Nabors stated she will bring forward the Committee's input, as well as the Edelman Report to the new V.P. of Strategic Communication.

Discussion of Hurricane Irma and Maria Activities

Ms. Coenen stated that wrap-up is currently underway with Project Restore for Hurricane Irma. CSCF received 1.6M in funds, which put 200 people to work in temporary jobs to help non-profit organizations affected by Irma. Also, the Governor awarded CSCF \$502,000 and a press release went out regarding this. This award will support the needs of Hurricane Maria evacuees. The Southeast Orange center and the Osceola center will be the primary centers assisting evacuees. Now looking to identify interim outreach strategies to attract more businesses to hire evacuees.

The Committee provided the following feedback:

- Partnerships – continue to form and strengthen.
- Partner with Camaraderie Foundation – the organization helps transition post-9/11 veterans into society.
- To promote CSCF's activities/events, create internships with Full Sail students for short term projects
- Find ways to format stories like the Mission Moments, especially with the younger generation, so not too "shiny or produced."

Ms. Nabors noted that the CSCF job fairs that are targeted for evacuees of Hurricane Maria, are always open to the general public.

	<p><u>Discussion of Retreat Strategies</u></p> <p>Ms. Sweet commented that the 11/3/17 Board Retreat facilitated by Gert Garman provided great Board engagement. Ms. Nabors provided highlights from the PowerPoint entitled “Board Retreat Debrief” (attachment) which was also presented at the 12/14/17 Board meeting.</p> <p>Ms. Nabors stated round two of the Board Retreat will occur on 2/22/18 and Ms. Garman will conduct an exercise to further solidify Board’s ideas and create strategic objectives and goals.</p> <p>Ms. Nabors also reviewed a pictorial representation of CSCF’s organizational process that depicts the continuous cycle of developing career seekers into a talent pipeline for business.</p> <p>The Committee suggested to change the Mission to bolster business perspective and to weave in the economic development strategy – “develop the talent to fuel businesses in Central Florida – talent to business economic development.”</p>	
6	<p>Other Business</p> <p>Ms. Nabors alerted the Committee of a couple of media articles that were published in the Tampa Bay Times this past weekend. The articles questioned the reporting of job placement performance at both CareerSource Pinellas in Tampa and CareerSource Pinellas and the salary level of its President/CEO, Mr. Ed Peachey. Ms. Nabors stated she apprised Ms. Clements, Board Chair, of the news articles. Ms. Nabors stated that messaging is being prepared in readiness for any media inquiries.</p> <p>The Committee concurred for Ms. Nabors to reach out to CareerSource Florida for messaging guidance and send out a notification to the Executive Committee requesting they defer any media inquiries to Mr. Larry Krause, CSCF’s Media Relations contact.</p>	
7	<p>Adjournment</p> <p>There being no other business, the meeting was adjourned at 4:15 p.m.</p>	

Respectfully submitted,
 Kaz Kasal



COMMUNITY ENGAGEMENT COMMITTEE

May 14, 2018

Lisa Burby

VP, Strategic Communications



Agenda

- **Observations & Opportunities**
- **Budget / Key Themes**
- **Outreach Activities / Social Media Highlights**



FIRST 90 DAYS ...

- **Establish Goals**

- Department Overview & Structure
- Develop Strategic Messaging Plan

- **Observations**

- Strengthen Foundation with Enhanced, Targeted Approach
- Message Platform
 - ✓ Identify & Publicize Unique Value Proposition
 - ✓ Channel Analysis & Refresh (web; collateral, etc.)
 - ✓ Employee Comm. Plan
 - ✓ Marketing Plan



DISCIPLINES

Public Relations

- Media Relations
- Sponsorships / Event Strategy
- Content Development
- Corporate Messaging

Government Affairs

- Reputation Management
- Crisis Communications
- Government Relations
- Business Partnerships
- Board of Directors Alignment

Employee Comm.

- Content Development
- Intranet
- Employee Newsletters
- Employee Meetings
- Departmental Support

Marketing

- Social Media
- Advertising
- Websites
- Content Marketing
- Analytics

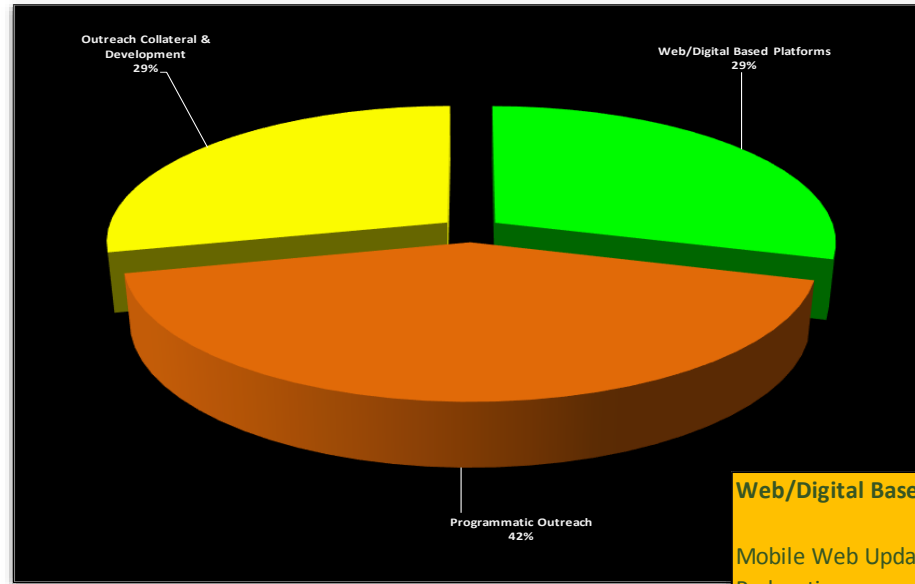
Brand Management

- Creative Services
- Graphic Design

Key Themes

'17/18

'18/19



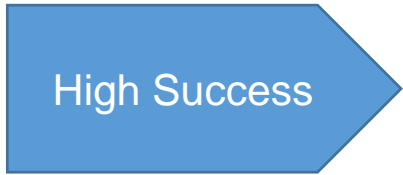
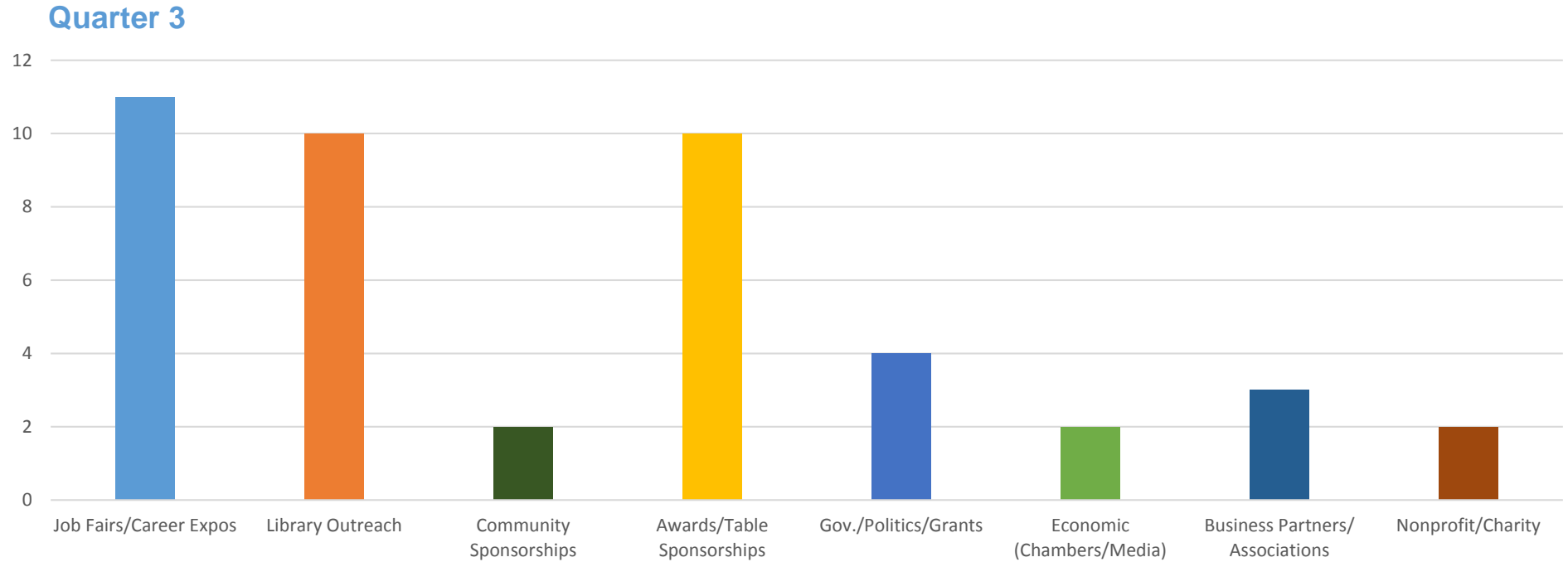
- ✓ Identify & Align Goals for Year
- ✓ Budget Allocation
- Enhancements

Web/Digital Based Platforms	
Mobile Web Updates Podcasting Social Media/Digital Outreach Web Development/Innovations	\$68,100
Programmatic Outreach	
Continue awareness and perception campaigns through paid outreach partnerships, direct email campaigns, including an enculturation process to enhance internal communications and engagement	\$98,100
Outreach Collateral & Development	
Graphic design, collateral printing, event materials, and the organizational Annual Report	\$66,300

Budget

OUTREACH - EVENTS

OUTREACH



CFEC Job Fair

- 3216 career seekers
- 107 businesses

CFHLA Hospitality Career Fair

- 100+ career seekers
- 25+ employers

Florida High Tech Corridor Talent Forum

- 45+ high tech companies
- 15+ school systems

FACEBOOK / TWITTER / LINKEDIN

SOCIAL MEDIA

- Trending higher due to engaged followers
** Breadwinner**



Followers

6,467

Impressions

21,585

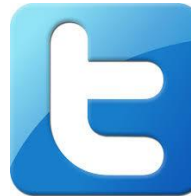
Number of people who received content from or about CSCF

Engagement

+ 2.72 % over Qtr. 2

Likes, clicking on picture / links, comments and shares

- Although lowest # of users, platform is strong for driving content at events



2,167

32,100

How many times CSCF tweets appeared in user's timeline or search results

357

Average times our tweets showed up in the daily feed

- Strategic opportunities to tap into platform more consistently for higher wage careers



4,213

49,470

Number of times CSCF content was visible on member's feed

458


Number of clicks on content or CSCF name / logo

TWITTER / LINKEDIN – TOP POSTS

SOCIAL MEDIA

Orange County Job Summit

Tweet activity x

 <p>CareerSource CF @CareerSourceCF @Mayor_Jacobs #OCSummit18 sharing latest analysis and updates on the Talent Supply Study. Recommendations include advocating talent development activities and focusing on STEM. pic.twitter.com/Qi82cmas8T</p>	<p>Impressions 2,877</p> <p>Total engagements 24</p> <p>Likes 7</p> <p>Retweets 5</p> <p>Media engagements 5</p> <p>Detail expands 4</p> <p>Link clicks 2</p> <p>Hashtag clicks 1</p>
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Hospitality Career Fair

CareerSource Central Florida
 4,207 followers
 4mo

If you're looking for a career in Leisure and Hospitality, join us as we partner with Central Florida Hotel & Lodging Association to host the Hospitality Career Fair on Tuesday, January 16th, from 10:00 a.m. - 2:00 p.m. at the Orange County Convention Center. Representatives will be onsite from leading businesses in the industry.

- Parking and admission are free
- Dress for success, and bring plenty of resumes

<https://lnkd.in/eGVq9qf>



CFHLA HOSPITALITY CAREER FAIR 2018
TUESDAY JAN 16th, 2018 10AM - 2PM
 Orange County Convention Center North Concourse - N220

- Nearly 5,000 people received the information
- Of those, 34 people sought more information with more than half of them sharing the opportunity in their network

MEDIA COVERAGE

EARNED MEDIA

- Most of the stories published were factual in nature month by month
- There are ¼ of the stories published that shine CSCF in a positive light

TOTAL MENTIONS

216

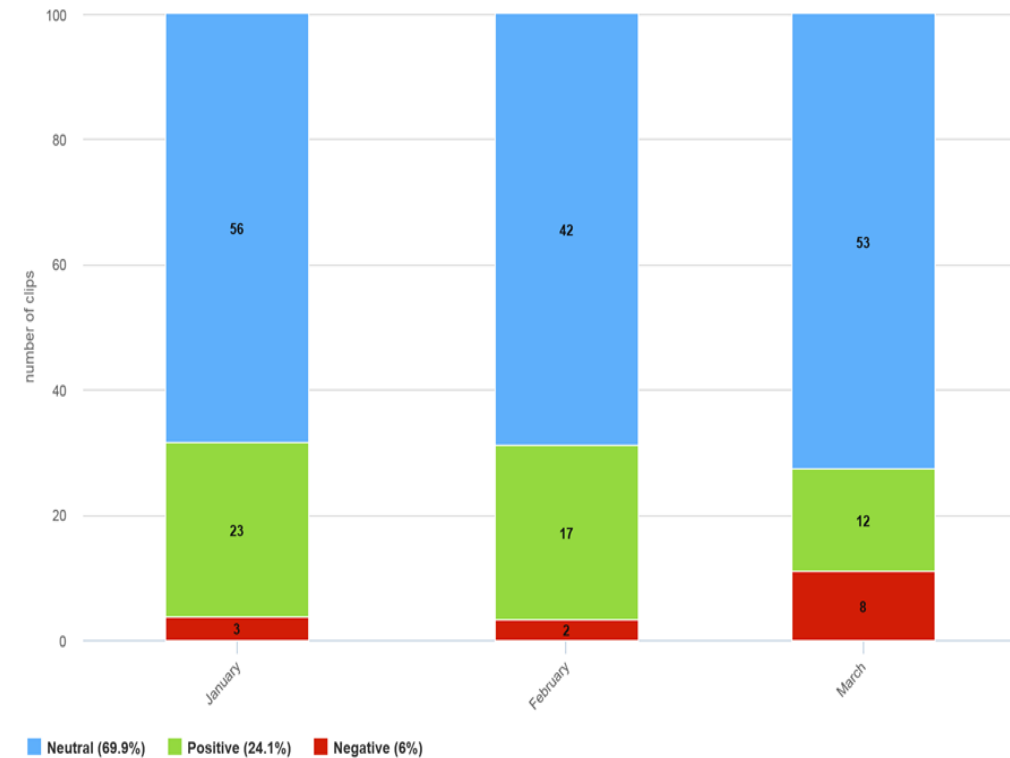
TOTAL REACH

56.26M

TOTAL PUBLICITY VALUE

\$1.09M

Sentiment Over Time

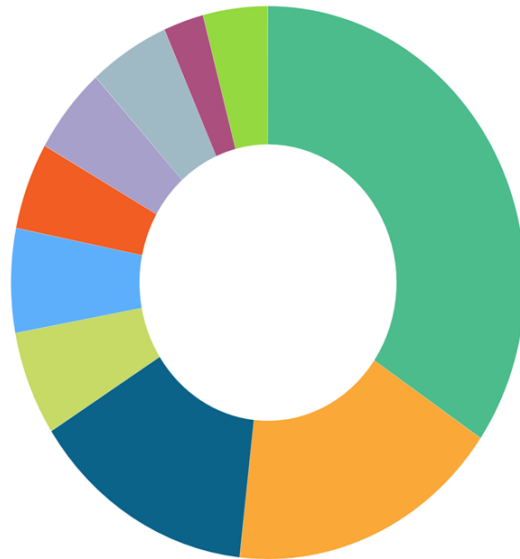


MEDIA COVERAGE

EARNED MEDIA

- Strategic focus should be providing stories primarily to newspapers and blogs – most coverage occurs on these two mediums
- Showcasing CSCF’s value and programs receives the most coverage regardless of where content published

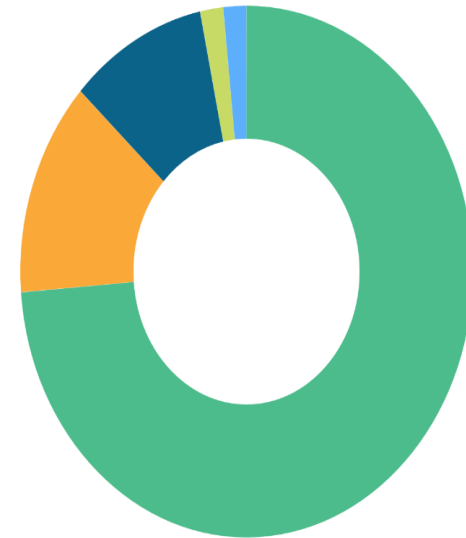
Share of Coverage by Media Type



■ Newspaper: 34.5%
 ■ Microblog: 17.3%
 ■ Online, consumer: 14.2%
 ■ Cable/satellite program: 6.1%
 ■ Social Networking Site: 6.1%
 ■ Television program: 5.1%
 ■ Online, trade/industry: 5.1%
 ■ Wire service: 5.1%
 ■ News/Release Distribution Service: 2.5%
 ■ Other: 4.1%

Where (Media Type)

Share of Message Mentions



■ CareerSource Workforce: 73.8%
 ■ Unemployment Rate CF: 13.1%
 ■ SNAP Jobs: 9.8%
 ■ Regional Workforce Board: 1.6%
 ■ Employ Florida: 1.6%

What (Message Topic)

CSCF & VALENCIA COLLEGE CONSTRUCTION PARTNERSHIP

CF NEWS 13 FEATURING

EARNED MEDIA



collaborate | innovate | lead



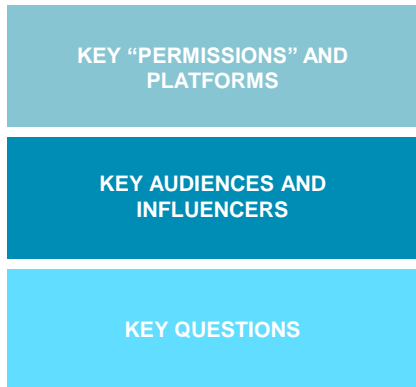
Edelman + Career Source Central Florida

ALIGNING ON A POSITION AND MASTER NARRATIVE

Leveraging Research to Position Organizations

Identify

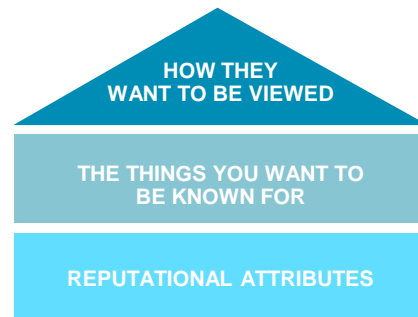
Critical reputation issues, key stakeholders influencing them, and open questions



Articulate

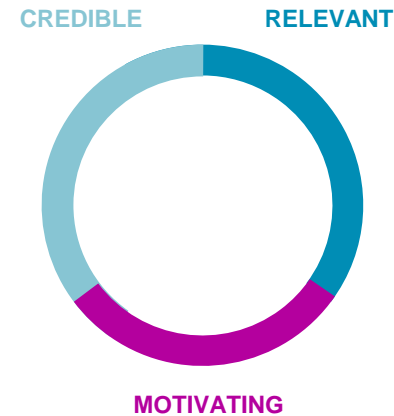
A positioning platform that communicates:

- **How you want to be known**
- **Reputation pillars supporting this**
- **Specific attributes and messages**



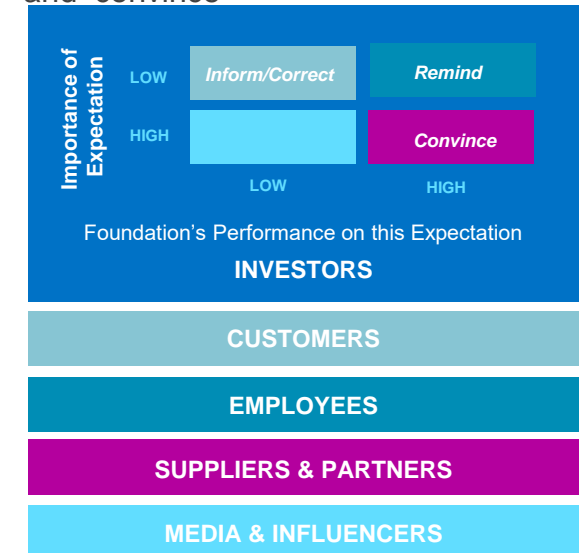
Test

The positioning platform in with stakeholders to determine whether it is credible, relevant and motivating

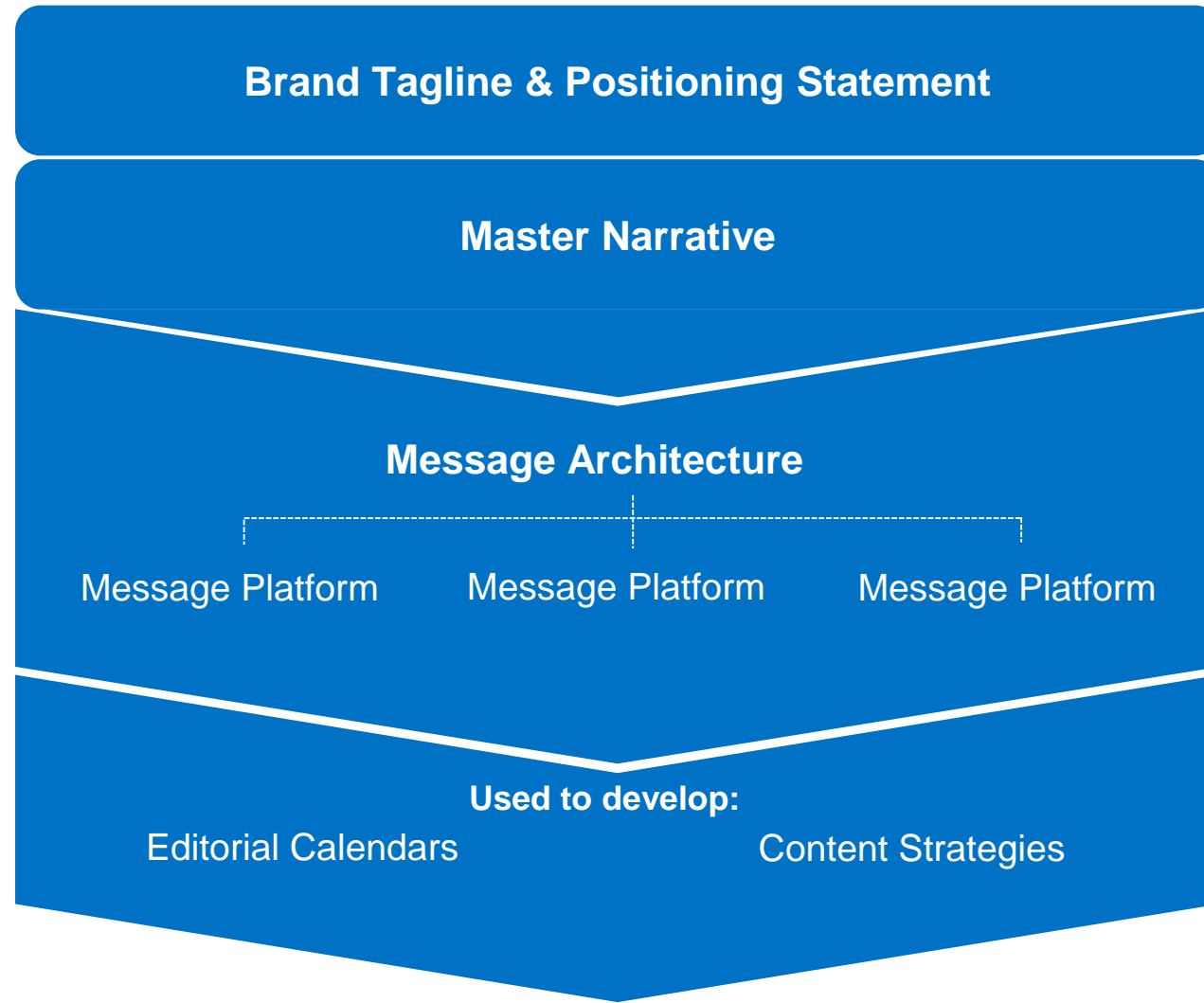


Translate

Research insights into a *Unified Narrative*, targeted communications strategies and tactics for each audience, and then inform, remind and convince



Building a Messaging Framework



Example Framework

This example framework was developed for a Fortune 100 client, which makes products that are environmentally conscious and safer than competition.

Our vision is to be the world's most dynamic science company, creating sustainable solutions essential to a better, safer and healthier life for people everywhere.

