

COMMUNITY ENGAGEMENT COMMITTEE VIRTUAL MEETING

Monday, May 17, 2021

MEETING DETAILS

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of
Minutes

Information /
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Action Items

Insight

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Adjournment

What: Community Engagement Committee Virtual Meeting

When: Monday, May 17, 2021

3:00 p.m. – 4:30 p.m.

Where: Virtual: Zoom Meeting:

Link: <https://careersourcecf.zoom.us/j/97752202852?pwd=NThyTINLVk5KY21venFvdG9RV2xqdz09>

Dial In: 1 (929) 205-6099

Meeting ID: 977 5220 2852 / **Password:** 532517

5/17/21 COMMUNITY ENGAGEMENT COMMITTEE VIRTUAL MEETING 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 <u>1/12/21 Community Engagement Committee Meeting</u>	Jody Wood	X
5.	Information / Discussion / Action Items A. <u>Strategic Communications Updates</u> B. <u>Community Engagement Survey</u>	Committee Discussion	
6.	Insight A. <u>Legislative Updates</u>		
7.	Other Business		
8.	Adjournment		



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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
Tuesday, January 12, 2021, 3:00 pm

MINUTES

MEMBERS PRESENT: Jody Wood, Diane Culpepper, John Gyllin, Roger Pynn, Stella Siracuza, Jane Trnka, and Wayne Weinberg

MEMBERS ABSENT: Rick Walsh, Sharron Washington and Christopher Wilson

STAFF PRESENT: Pam Nabors, Lisa Burby, Kristine Concepcion, Lesley Harris, Cliff Marvin and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<p>Welcome</p> <ul style="list-style-type: none"> Ms. Wood, Committee Chair, called the meeting to order at 3:01 pm. 	
2	<p>Roll Call / Establishment of Quorum</p> <p>Ms. Kasal reported quorum present.</p>	
3	<p>Public Comment</p> <p>None offered.</p>	
4	<p>Approval of Minutes</p> <p><u>Approval of Minutes</u></p> <p>Reviewed minutes from 8/31/20 Meeting (attachment).</p>	<p>Ms. Trnka made a motion to approve the minutes from the 8/31/20 Community Engagement Committee meeting. Mr. Pynn seconded; motion passed unanimously.</p>
5	<p>Information/Discussion</p> <p><u>Strategic Communications Updates (attachment)</u></p> <ul style="list-style-type: none"> Ms. Nabors, President/CEO, provided a status update on Sterling process. Reviewed “Help Is Here” campaign recap through 12/31/20 and roadmap of initiatives for 3rd and 4th quarters. <p><u>Community Engagement Committee Charter – Annual Review</u></p> <ul style="list-style-type: none"> Committee concurred Charter is ok as is for now. Will review metrics and set goals in Charter for next year. 	<p><i>Staff to review metrics/goals and provide recommendations at next meeting. Considerations: general knowledge survey to specific targeted audiences (1st bullet in Charter),</i></p>
6	<p>Insight</p> <p>Revenue Diversity / Community Conversations:</p> <ul style="list-style-type: none"> Reviewed best ways to network in the business community to promote CSCF, as well as gain insights and support from businesses <p>Committee feedback:</p> <ul style="list-style-type: none"> – Tap into an existing infrastructure, key stakeholders and businesses – Align efforts between Community Engagement, Career Services and Revenue Diversity committees. – Develop the “pitch” 	<p><i>Staff to bring a proposed plan for FY 2021-2022 launch to next committee meeting.</i></p>



	<ul style="list-style-type: none"> – Start with a pilot, then evaluate to determine next steps <ul style="list-style-type: none"> ○ Ms. Siracuza offered to connect CSCF with her connections with the Hispanic Business Council in Osceola County to present information about CSCF. 	
7	Other Business None offered.	
8	Adjournment <ul style="list-style-type: none"> • Meeting was adjourned at 4:28 p.m. 	

Respectfully submitted,
 Kaz Kasal
 Executive Coordinator

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INFORMATION / DISCUSSION / ACTION ITEMS

STRATEGIC COMMUNICATIONS

Quarter 3 + Quarter 4



MARKETING CAMPAIGNS

Summer Youth

Feb 16, 2021 - Present

Email

- Aggregate KPIs (Youth & Businesses)
 - Total Sent: **15,052**
 - Average Open Rate – **25%**
 - Average Click Rate – **28%**

Website:

- Youth Landing Page:
 - **+20.5K** landing page views
 - **66%** clicked to apply
- Business Landing Page:
 - **+2.9K** landing page views
 - **6%** clicked to apply

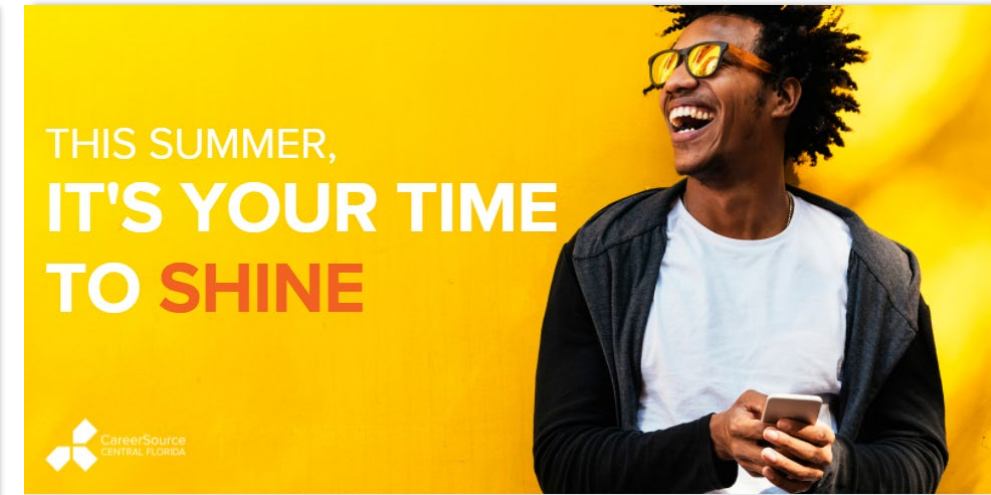
Digital Advertising

- Facebook outperforming Instagram ad placements
- Average cost per click - **\$0.73** cents

Public Relations

- Media Reach = **7.6M**
- Total Stories = **38**

• Non-profit industry standard = Open Rate: 25%; Click Rate: 3%
 • Data: Feb. 16, 2021 - May 7, 2021



1.2M
IMPRESSIONS

3,221
TOTAL LEADS
Surpassed Goal

18%
YOUTH
CONVERSION
RATE

2%
BUSINESS
CONVERSION
RATE

MARKETING CAMPAIGNS

Youth Services – Enhanced Branding



YOUR JOURNEY BEGINS HERE



JUMP START YOUR FUTURE

Meet the career coach that's going to encourage you, make sure your goals can be reached, and champion you every step of the way.

- Learning your current situation and challenges
- Allowing you the space to dream and expand your horizon
- Creating a customizable path and career plan to help you achieve success
- Developing a coaching plan that benefits and excites you



CREATE YOUR IDEAL LIFESTYLE

Coaches will meet you where you are to determine where you need to be, and guide you toward a successful lifestyle you can maintain.

- Offering the necessary resources and skills to earn GED or high school diploma
- Preparing you for the working world with resume building and interview practice
- Focusing on personal growth through developing life skills and inner strength
- Training in leadership, personal budgeting and business ownership



LAUNCH CAREER EXPLORATION

Coaches will present opportunities that match your goals and career interests in your desired industry.

- Scoring real world experience with local businesses
- Opening the door for paid and unpaid internship opportunities
- Earning on-the-job training and apprenticeships that'll elevate your resume
- Benefiting you with the opportunity to earn money while you learn



PURSUe YOUR CAREER PATH

Coaches will determine where your interests lie and organize training sessions to grow your skill set.

- Get access to scholarships to pursue your education
- Affording you the opportunity to earn credentials to increase marketability
- Providing advanced skills training for specific career paths



SYP SPONSORSHIPS

Supporting Revenue Diversity Goals

\$27K

Corporate Sponsors



**ORLANDO
BUSINESS JOURNAL**

VALENCIA COLLEGE

\$750

Board Member Donations

Mark Havard

Matthew Walton



SUMMER YOUTH PROGRAM

Youth Testimonials



“ As a dispatcher, my job was to receive inbound service requests. I contacted the clients to advise them when our technician will be at their location. I then ensured that our technicians arrive at the service location on the date and time specified. I have enjoyed my internship and thank you for making this opportunity available to me.
- Jahfiah
EXPERIENCE TRACK ”

“ I did a summer internship with Orange County Technical College. Through the internship, I gained job experience, new skills and learned about different job fields. If you are a High School student, this program is for you! I am grateful for this opportunity.
- Hanaa
EXPLORE TRACK ”

“ The summer internship with Bright Minds, Fresh Ideas Think Tank, a NAF Future Ready Lab allowed me to develop my professional skills, come out of my comfort zone, and discover my passion for research. During the internship, I learned to work in a team environment and how to communicate and work well with one another. My internship experience was very rewarding, and I would recommend the program to others.
- Andrea
EXPERIENCE TRACK ”

“ Thank you for the opportunity to advance my education in the IT field. Thanks to the Summer Youth Program, I brushed up on some of my skills and earned a certification that will help me impress future employers. I am looking forward to utilize everything given to me in the future.
- Roderick
ACCELERATE TRACK ”

WATCH THESE VIDEOS TO LEARN MORE:





BEST KEPT SECRET NO MORE

PY: 20-21 YTD Snapshot

CSCF IN THE NEWS



COMMUNITY ENGAGEMENT



SOCIAL MEDIA AUDIENCE



WEBSITE TRAFFIC



CAMPAIGNS



LEAD GENERATION





CAREERSOURCERS ENGAGED IN CONTENT

PY: 20-21 YTD Snapshot

NEWS FROM THE SOURCE

Internal Weekly Newsletter

Q3

62%

AVG. OPEN RATE

YTD

59%

30%

AVG. CLICK THROUGH RATE

30%

THE SOURCE

Employee Intranet

Q3

4,085

VIEWS

YTD

10,475

NEWS TRACKING REPORT

Q3

43%

AVG. OPEN RATE

SOURCE MINUTE

Q3

61%

AVG. OPEN RATE

YTD

NEW

YTD

53%

AVG. OPEN RATE

363

COMMENTS & LIKES

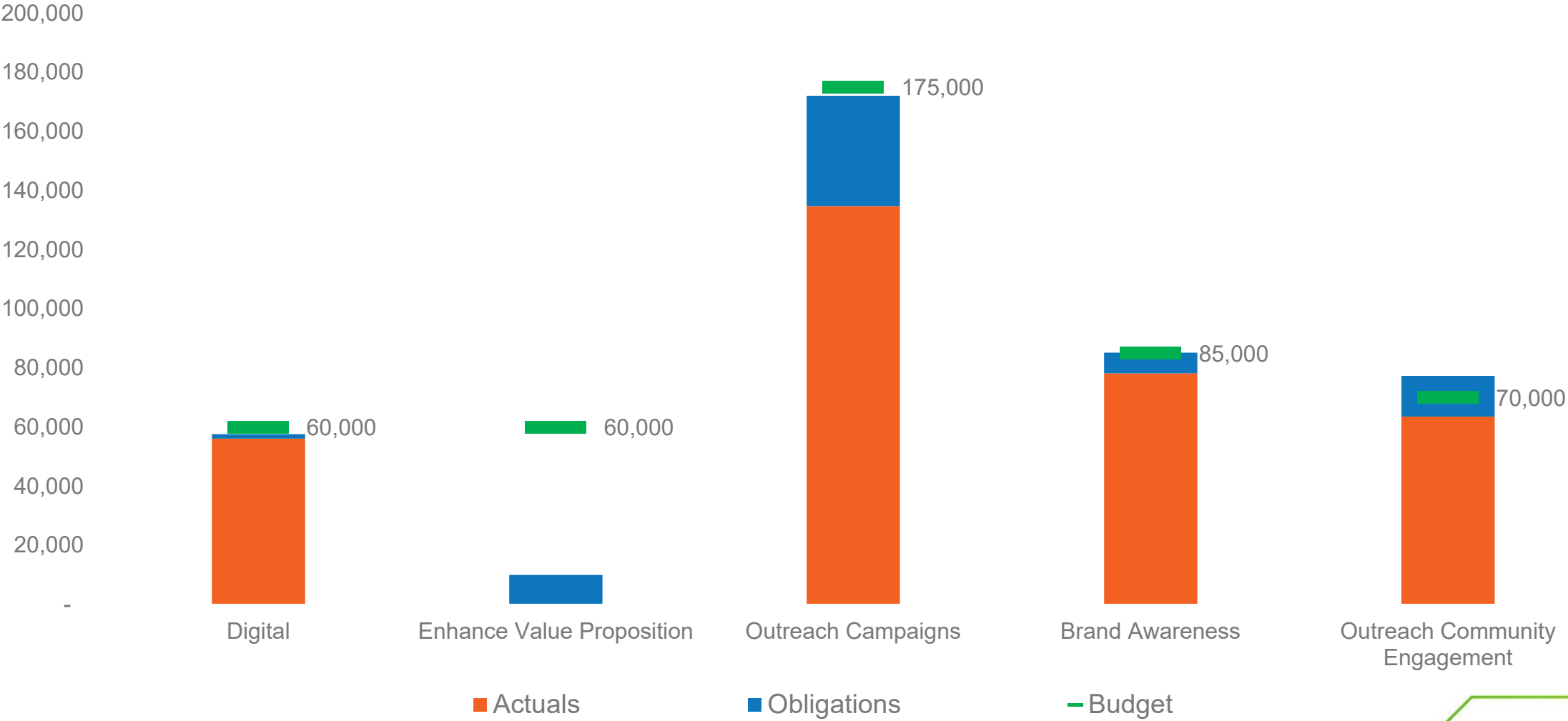
735

8

YOUR VOICE MATTERS SUBMISSIONS

41

BUDGET - \$450K



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COMMUNITY ENGAGEMENT SURVEY

Agenda Item 5B

Goal:

Measure Level of Stakeholder Involvement and Knowledge of CSCF Programs and Services Annually through Community Organization Survey

- Finalize by end of Q4:
 - Survey Questions
 - Key Stakeholder Audience
 - Distribution Method (CSCF or Vendor)

- Develop Benchmark for Comparison & Improvements



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Insights

LEGISLATIVE UPDATES

Agenda Item 6A

House and Senate Proposed Bills Combined / Approved

- Created New Office of Reimagining Education and Career Help (REACH)
- Agreed to 8-Year Term Limits for Board of Directors / Chair (Term Limits Begin July 1)
- Developed
 - New Waivers
 - Master Credential Process
- Initiate Workforce System Changes to Deliver More Transparency and Accountability Measures
- Common Data Terms
 - Audits and Performance Reporting for Programs, Education, Training
- Assign Letter Grade to Local Workforce Board
 - Recommend Uniform Accountability Measures
 - Make Reports Cards Available in Timely Manner

CSCF Transparency & Accountability Updates:

- Easier Access to Documentation by Enhancing Website:
 - Streamlined About Us and Added “How we Operate” Section
 - Finance
 - Audits
 - Interlocal Agreement
 - Bylaws
 - Direct Provider of Workforce Services
 - Adding CareerSourcer page (employee brand)
- Updated Procurement / Contracts Pages

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ADJOURNMENT

THANK YOU!

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