

# Revenue Diversity Ad Hoc Committee Virtual Meeting

Wednesday, June 2, 2021

## 6/2/21 REVENUE DIVERSITY AD HOC COMMITTEE VIRTUAL MEETING DETAILS

**What:** Revenue Diversity Ad Hoc Committee Virtual Meeting

**When:** Wednesday, June 2, 2021

2:00 p.m. – 3:30 p.m.

**Where:** Zoom Meeting:

**Link:** <https://careersourcecf.zoom.us/j/99005160031?pwd=SGwvdWVPMEM1Y2w4R2p3dmxRR3g4Zz09>

**Dial In:** 1 (929) 205-6099

**Meeting ID:** 990 0516 0031 / **Passcode:** 929914

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of  
Minutes

Information /  
Discussion /  
Action Items

Other Business

Adjournment

# 6/2/21 REVENUE DIVERSITY AD HOC COMMITTEE VIRTUAL MEETING AGENDA

- Meeting Details
- Meeting Agenda**
- Welcome
- Roll Call
- Public Comment
- Approval of Minutes
- Information / Discussion / Action Items
- Other Business
- Adjournment

Agenda Item	Topic	Presenter	Action Item
1.	Welcome	Eric Jackson	
2.	Roll Call / Establishment of Quorum	Kaz Kasal	
3.	Public Comment		
4.	Approval of Minutes	Eric Jackson	
	<a href="#">A. 3/24/21 Revenue Diversity Ad Hoc Committee Meeting</a>		X
5.	Information / Discussion / Action Items	Committee Discussion	
	<a href="#">A. Year-To-Date Progress</a>		
	<a href="#">B. Strategy and Goals For Year 3 of Diversified Revenue</a>		
	<a href="#">C. Career Passport</a>		
	<a href="#">D. Reinvestment Plan For Unrestricted Funds</a>		
6.	Other Business		
7.	Adjournment		





Meeting Details

Meeting Agenda

▶ Welcome

Roll Call

Public Comment

Approval of  
Minutes

Information /  
Discussion /  
Action Items

Other Business

Adjournment

# WELCOME



Meeting Details

Meeting Agenda

Welcome

▶ Roll Call

Public Comment

Approval of  
Minutes

Information /  
Discussion /  
Action Items

Other Business

Adjournment

# ROLL CALL / ESTABLISHMENT OF QUORUM

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Information / Discussion / Action Items

Other Business

Adjournment

# PUBLIC COMMENT



Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Information / Discussion / Action Items

Other Business

Adjournment

# APPROVAL OF MINUTES



**DRAFT**  
**Revenue Diversity Ad Hoc Committee Meeting**

**Wednesday, March 24, 2021**  
**2:00 p.m.**

**MINUTES**

**MEMBERS PRESENT:** Eric Jackson, Mark Brewer, Glen Casel, and John Gill

**MEMBERS ABSENT:** Richard Sweat

**STAFF PRESENT:** Pam Nabors, Leo Alvarez, Mimi Coenen, Lisa Burby, Lesley, Cliff Marvin  
 and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> Mr. Jackson, Committee Chair, called meeting to order at 2:03 p.m.	
2	<b>Roll Call / Establishment of Quorum</b> Ms. Kasal, Executive Coordinator, reported a quorum present.	
3	<b>Public Comment</b> None offered.	
4	<b>Action Item</b> <u>Approval of Minutes</u> <ul style="list-style-type: none"> <li>Reviewed draft minutes from 11/12/20 Revenue Diversity Ad Hoc Committee Meeting (attachment).</li> </ul>	A motion was made by Mr. Casel and seconded by Mr. Gill to approve the minutes from the 11/12/20 meeting. Motion passed unanimously.
5	<b>Information</b> <u>Year-To-Date Progress (attachment)</u> <ul style="list-style-type: none"> <li>Reviewed overall strategies and Ticket To Work results to date.</li> </ul> <u>Ticket To Work – Key Strategy Update (attachment)</u> <ul style="list-style-type: none"> <li>Reviewed four key Ticket To Work strategies to help CSCF bolster the program and increase funds, to include possibility of CSCF becoming a WIPA (Work Incentives Planning and Assistance Program) site.</li> </ul> Committee feedback: <ul style="list-style-type: none"> <li>– Becoming a WIPA site would help CSCF to generate a diverse consulting revenue stream.</li> </ul>	

	<p><u>Summer Youth Sponsorship (attachment)</u></p> <ul style="list-style-type: none"> <li>Reviewed elements of the "pitch kit" developed to use with outreach activities associated with sponsorships and contributions to the 2021 summer youth program.</li> </ul> <p><u>Business Investment Update</u></p> <ul style="list-style-type: none"> <li>Community Engagement and Career Services committees discussed the processes around convening key stakeholders in the community to gain their feedback on CSCF talent solutions needed to meet current and long term needs of businesses and recommended a pilot approach. The goal for the roundtable is to gain additional insights from businesses, and determine ways to best leverage industry investments.</li> </ul> <p><u>Legislative Update</u></p> <ul style="list-style-type: none"> <li>Reviewed highlights of House Bills 1505 and 1507 and Senate Bill 0098.</li> </ul>	
6	<p><b>Other Business</b> None offered.</p>	
7	<p><b>Adjournment</b> There being no other business, the meeting was adjourned at 3:18 p.m.</p>	

Respectfully submitted,

Kaz Kasal  
Executive Coordinator

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of  
Minutes

Information /  
Discussion/  
Action Items

Other Business

Adjournment

# INFORMATION / DISCUSSION / ACTION ITEMS

# REVENUE DIVERSIFICATION

DIVERSIFY REVENUE STREAMS TO ADJUST FOR  
VARIABLES IN FEDERAL FUNDING

## GOAL

- Develop Plan to Increase Revenue by 3% Every Year Over Next 3 Years
- Generate Additional Diversified Revenue – 1/3 is Unrestricted

## KEY PERFORMANCE METRICS

- ✓ Generate 10% of Annual Allocation Revenue (\$2.5M) by End of 2022 Fiscal Year
- ✓ Generate \$1.6M in Diversified Revenue

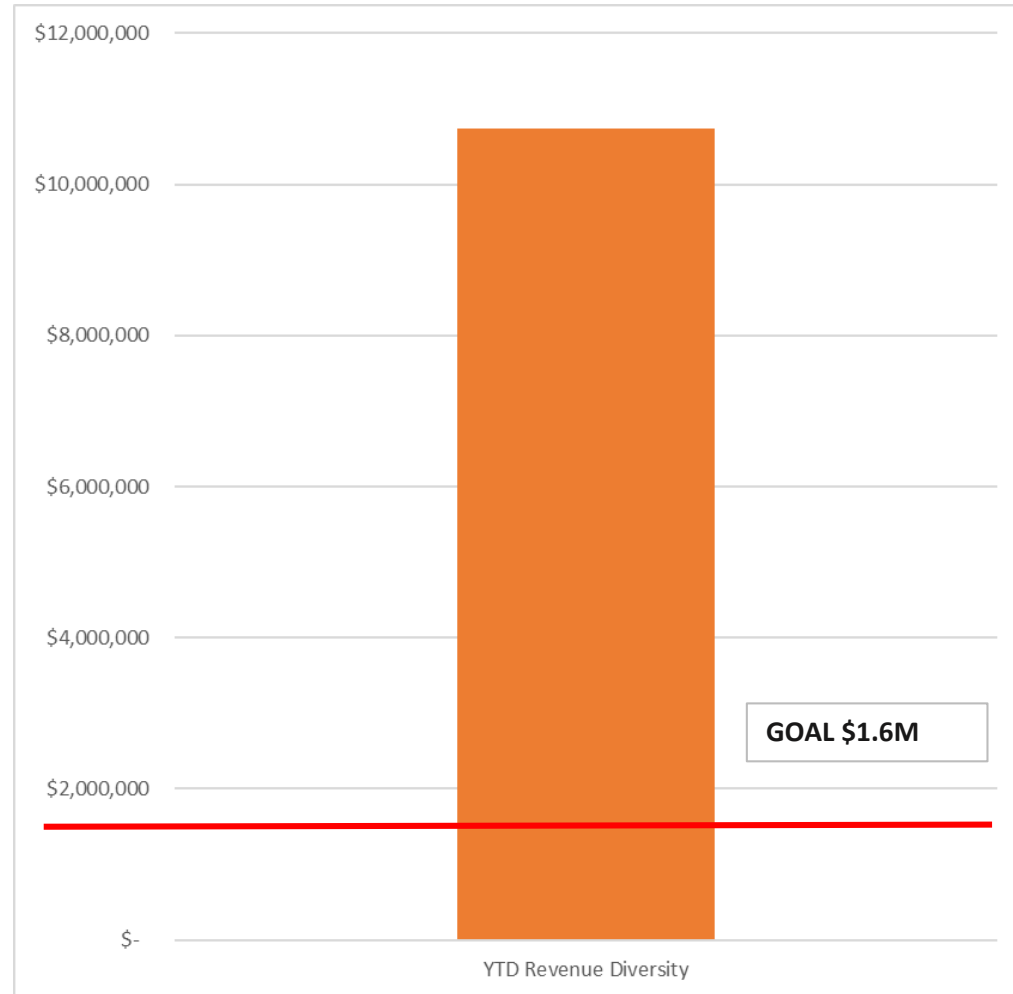
# 2020-2021 REVENUE DIVERSITY STRATEGY

**\$1.6M**

	<b>Ticket to Work</b> <i>Unrestricted</i>	<b>Regional Municipalities</b> <i>Restricted</i>	<b>Grant Revenue</b> <i>Restricted</i>	<b>Business Investment</b> <i>Restricted / Unrestricted</i>
<b>Strategy</b>	Continue expanding Social Security Ticket to Work Program with goal to increase revenue by 35% annually over next 5 years	Maximize municipal partnerships to continue delivering talent solutions	Leverage mutually beneficial key partnerships to obtain grant funds use in delivering talent solutions	Engage business leaders to recognize impact and commit to monetary support to aid in development of youth
<b>Fiscal Year 2020-21 Targets</b>	\$220,000	\$305,000	\$1,000,000	\$75,000
	\$220,497	\$430,000	\$10,232,206	\$82,385

# DIVERSIFY REVENUE STREAMS TO ADJUST FOR VARIABLES IN FEDERAL FUNDING

<b>Revenue Diversity Goal</b>	<b>\$ 1,600,000</b>
<b><u>Grant Funding</u></b>	
Help is Here - Orange County	\$ 7,500,000
Veterans Award	\$ 32,206
Project Opioid	\$ 2,700,000
	<b>\$ 10,232,206</b>
<b><u>Public Funding</u></b>	
Orange County (Youth Grant)	\$ 200,000
Community Action Agency	\$ 120,000
Mount Dora	\$ 50,000
City of Apopka	\$ 30,000
City of Ocoee	\$ 10,000
City of St. Cloud	\$ 20,000
	<b>\$ 430,000</b>
<b><u>Ticket to Work</u></b>	<b>\$ 220,497</b>
<b><u>Private Funding</u></b>	
Board Member Contrinutions	\$ 19,250
Additions Financial Bank	\$ 40,000
Bank of America	\$ 15,000
Valencia College	\$ 5,000
Orlando Business Journal	\$ 3,000
Misc. (PayPal Contributions)	\$ 135
	<b>\$ 82,385</b>
<b>YTD Revenue Diversity</b>	<b>\$ 10,735,088</b>



# Year To Date Results Ticket to Work

# SOCIAL SECURITY TICKET TO WORK

## Revenue

PY 20-21 Revenue	
Category	Payment Amount
Revenue Goal	\$220,000.00
Cash in Bank	\$192,580.00
Receivables	\$27,917.00
<b>Total</b>	<b>\$220,497.00</b>
<b>Percentage of Goal</b>	<b>100.2%</b>

## Referral

PY20-21 Ticket Referrals		
Type of Referral	# of referrals	PY 20-21 Referral Goal
SSA	2	60
Vocational Rehabilitation		25
Family/Friend	1	10
CSCF Staff	39	25
Community Agency	2	20
CSCF Website	5	10
<b>Total</b>	<b>49</b>	<b>150</b>



# SOCIAL SECURITY TICKET TO WORK

## Pipeline

<b>Ticket to Work Cases</b>	
<b>Category</b>	<b>Number of Cases</b>
<b>Open Cases</b>	157
<b>New Customer Goal</b>	70
<b>New Customer Actual</b>	10

<b>Obtained Employment</b>				
<b>Program Year</b>	<b>Customer Cases</b>	<b>Employed</b>	<b>Employment Goal</b>	<b>Actively Working &amp; Will Generating Revenue</b>
<b>PY1920</b>	38	18	45	7
<b>PY2021</b>	10	3	45	

[RETURN TO AGENDA](#)



# Revenue Diversity Goals Fiscal Year 2021-22

## DIVERSIFY REVENUE STREAMS TO ADJUST FOR VARIABLES IN FEDERAL FUNDING

### GOAL

- Complete Year 3 of \$2.5M Diversified Revenue Goal
- Develop a Reinvestment Plan Associated with Unrestricted Revenue Goal
- Identify a Fundraising Strategy and Implementation Plan for non-DEO Revenue

### KEY PERFORMANCE METRICS

- ✓ Establish New Unrestricted Revenue Target
- ✓ By June 2022 have Received Unrestricted Revenue of \$1M

### OUTCOME

An Increased CSCF Budget/Revenue Stream, Enabling Greater Flexibility in the Delivery of Services and Stability and Sustainability.

[RETURN TO AGENDA](#)



# Career Passport

## Career Passport

### Our entrepreneurial hunch:

Jobseekers have a hard time finding employers as real time job postings are nearly impossible to filter and are often spread across multiple websites. In addition, most jobseekers lack the access to real time information regarding regional training providers and colleges who offer financial assistance and/or scholarships, all while employers have a hard time finding qualified employees they require to sustain their businesses.

How do we create a geographic workforce network (smartphone app), connecting these three main constituencies: Students/Jobseekers to regional colleges and training providers to regional employers which improves the access to opportunities which were not present before?

### Our hunch is based on the belief that:

1. A person's success and even their lifetime earnings are directly related to the zip code they grew up in.
2. One's career path and/or job opportunities are directly correlated to their social connections and community influences (**Network = Net Worth**).
3. Very little regional career awareness is provided through public/private K-12 and/or local colleges.

### As a result:

1. Too many students in Central Florida are unaware of our region's local employers and/or the vast career opportunities they represent.
2. Our K-12 schools, public and private, and regional training providers, including colleges, need a more efficient process to better understand what training they should provide to meet local employers' needs.
3. Regional training providers and employers do not have an efficient process to showcase these opportunities to their potential jobseekers/employees.
4. The current inefficient process results in many scholarships and/or funding opportunities for regional training providers to go underutilized.
5. Each of these constituencies are working within their individual silos, thus limiting them from benefiting from what other entities in our region provide.

### Wouldn't it be nice if there was a single portal, accessible to anyone with internet access and/or smartphone linking these three constituencies: Students, Schools, and Employers?

- Students could utilize their "Career Passport" to track their education milestones, accomplishments, certifications, field trips/work experiences, job workshops, etc., thereby "stamping" their digital "Career Passport" after each instance.
- Employers could more efficiently target their recruiting towards students interested in their market or industry, e.g., Construction firms would more effectively target those

high schools with construction magnets, healthcare companies would target the health academies, etc.

- Schools could more effectively target real-world experiences around student career interests, while recruiting regional subject matter experts for in-class discovery lectures.
- Local training providers and colleges could more effectively develop curriculum to support the local economy and employers.
- As a potential BHAG (Big Hairy Audacious Goal), Career Passport could one day serve as a trusted third party that issues digital credentials for skills and experiences, thereby providing employers with a verifiable resume to hire upon.

#### **Our proposed Solution:**

We have started development on a job searching app that instantly identifies all job openings in a particular geographic area and ranks them by job type, salary, required skill(s), etc. This app will use a location focused UI/UX approach to connect job seekers, training providers, and employers together with well-structured job postings and application forms. This system will simultaneously compile and learn about our region's job seekers, training providers, and our regional employers, greatly increasing the efficiency in this process. With quick and easy to use filtering tools, job seekers can find jobs they are interested in, and qualified for, in minutes. If they do not have the necessary qualifications, the app will help them find opportunities to develop those qualifications. Employers will be able to pre-screen job applicants that will allow them to see a high-level overview of all job applicants, sort and rank them as they see fit, and arrange interviews quickly.

Here is a brief (3:29) overview of the app on youtube:

[https://www.youtube.com/watch?v=ZT\\_KdmBetKA](https://www.youtube.com/watch?v=ZT_KdmBetKA)

#### **Our Team**

Project Visionary (and sole funding source):

Richard Sweat, CEO & Founder of .decimal

Programming & Development Team: Blue Orb

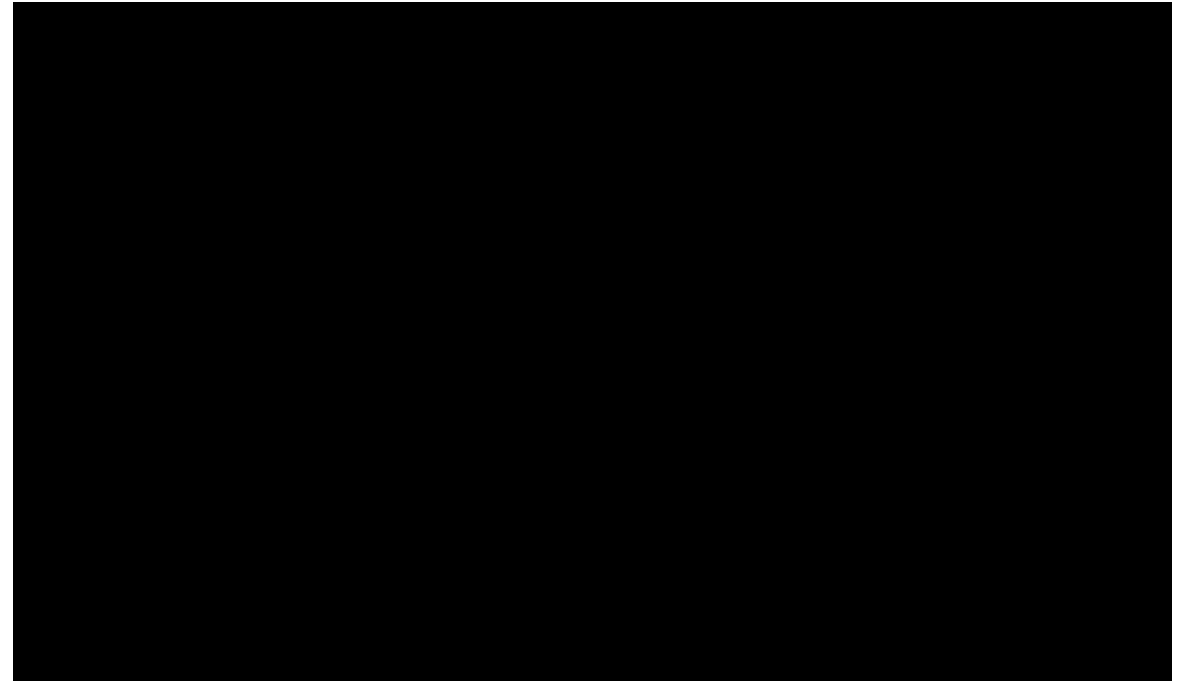
David Neumann, Project Manager / Developer

Justin Harper, Lead Developer

Research: Rollins Crummer Graduate School of Business

Dr. Peter McAlindon, Executive Director, Center for Advanced Entrepreneurship

Ralph Lehnert, Graduate Assistant & Research Lead



# Reinvestment Plan of Unrestricted Funds

# DIVERSIFIED REVENUE

## UNRESTRICTED REVENUE

REVENUE		BUDGET
Unrestricted Balance As of April 2021	\$	837,157
Additional Revenue – May - June 2021	\$	62,843
* Unrestricted Donations Made to CSCF	\$	100,000
*Ticket to Work Projected Revenue (Rounded)	\$	250,000
<b>TOTAL PROJECTED REVENUE</b>	<b>\$</b>	<b>1,250,000</b>

### EXPENDITURES

Business Service/Community Relations Activities/Incidentals, and Advocacy	\$	130,000	} Earmark \$130K of discretionary funds for activities that align with CSCF’s strategic priorities, which are not allowed under grant funding.
Ticket to Work- Staff and OH Cost (1FTE)	\$	120,000	
Fundraising & Business Development (.5FTE)	\$	60,000	
<b>TOTAL PROJECTED EXPENDITURES</b>	<b>\$</b>	<b>310,000</b>	

**PROJECTED BALANCE AT 06/30/22 - (ROUNDED)      \$      940,000**

\* Diversified Revenue

➤ Ticket to Work Projected Revenue + Unrestricted Donations + Restricted Revenue = \$2,500,000

## RESTRICTED REVENUE

RESTRICTED REVENUE		BUDGET
*TOTAL PROJECTED REVENUE	\$	2,150,000
Funding sources include grants, municipalities, business investments and sponsorships		





# Unrestricted Strategies For Fiscal Year 2021-22

## 1. Review CSCF Legal Structure

- Does CSCF need to create a B-Corp, Foundation, For Profit Corp?

## 2. Re-Investment of Unrestricted Funds

- Create a reserve account
- Invest a percentage of funds in money market
- Create a Business Development Plan for Career Passport
  - Set budget for advertising
  - Invest in Business Development (.5FTE)

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of  
Minutes

Information /  
Discussion /  
Action Items

Other Business

Adjournment

# OTHER BUSINESS

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of  
Minutes

Information /  
Discussion /  
Action Items

Other Business

▶ **Adjournment**

# ADJOURNMENT

# THANK YOU!

[RETURN TO AGENDA](#)

