



What: Revenue Diversity Ad Hoc Committee Teleconference
When: Monday, June 3, 2019
 3:30 p.m. – 4:30 p.m.
Where: CareerSource Central Florida 390 N. Orange Ave., Suite 700, Orlando, FL
Virtual: GoToMeeting (remote attendees):
 ➤ <https://global.gotomeeting.com/join/288136213>
 ➤ **Dial In: 1 866 899 4679 / Access Code: 288-136-213**
Board Priorities: Analyze the Business | Engage the Talent

Item	Topic	Presenter	Action Item
1.	Welcome	Eric Jackson	
2.	Roll Call / Establishment of Quorum	Kaz Kasal	
3.	Public Comment		
4.	Action Item		
	A. 5/7/19 Revenue Diversity Ad Hoc Meeting Draft Minutes	Eric Jackson	X
5.	Information	Eric Jackson	
	A. Review Youth Scholarship Marketing Material		
6.	Other Business		
	A. Proposed Meeting Schedule – FY 2019-2020		
7.	Adjournment		

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Next Meeting:

- Revenue Diversity Ad Hoc Committee Meetings: TBD
- 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
Revenue Diversity Ad Hoc Committee Meeting

CareerSource Central Florida Office
390 N Orange Ave., Suite 700
Orlando, FL 32801

Tuesday, May 7, 2019
3:00 p.m.

MINUTES

MEMBERS PRESENT: Eric Jackson, Mark Brewer, Harold Mills and Richard Sweat

MEMBERS PRESENT: Glen Casel, John Gill

STAFF PRESENT: Pam Nabors, Leo Alvarez, Lisa Burby Kristine Concepcion and Crystal Lee

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Mr. Jackson, Committee Chair, called meeting to order at 3:00 p.m.	
2	Roll Call / Establishment of Quorum Ms. Concepcion, Senior Manager of Corporate Communications, reported a quorum present.	
3	Public Comment None offered.	
4	Action Item <u>Approval of Minutes</u> <ul style="list-style-type: none"> • Reviewed minutes from 10/24/18 Revenue Diversity Ad Hoc Committee Meeting. 	A motion was made by Mr. Jackson and seconded by Mr. Sweat to approve the minutes from the 10/24/18 meeting. Motion passed unanimously.
5	Information <u>Revenue Diversity Update</u> <ul style="list-style-type: none"> • Reviewed TTW activities through third quarter (attachment). Due to learning curve with the program, as well as staff and systems challenges, Mr. Alvarez recommends keeping same target for next year. • Reviewed Summer Youth program budget and fund raising goals <ul style="list-style-type: none"> ○ Committee provided following input <ul style="list-style-type: none"> – Test to ensure enough ROI; define value proposition – scholarships vs. sponsorships – Target businesses, municipalities associations, chambers about the Summer Youth program 	



	<ul style="list-style-type: none"> – Need to start thinking about how this grows to year-around. – Target Board Members - leverage the Board with positive message for support • Next steps: Committee requests CSCF put together story messaging via marketing piece and Committee to review within next 2-3 weeks. 	
6	<p>Other Business None offered.</p>	
7	<p>Adjournment There being no other business, the meeting was adjourned at 4:42 p.m.</p>	

Respectfully submitted,

Kristine Concepcion
Senior Manager, Corporate Communications



May 2019

Dear Potential Sponsor,

CareerSource Central Florida (CSCF) has launched a newly expanded summer youth program aimed at empowering and preparing young adults, ages 16-24 with an opportunity to explore different career options, gain real-work experience, and earn wages/or stipends for industry certification. Our mission is to support 1,000 young adults this summer and inspire them to do more for themselves and our community. And we are asking for your participation in making an investment in the next generation of leaders by sponsoring a youth program scholarship.

We change people's lives, transform businesses and create a more prosperous community, and we believe that investing in young adults at the early stages of their career journey while they are discovering options will lead them to a brighter and more fulling future. This philosophy has allowed businesses to engage young talent at no cost through paid summer internships while exposing them to a variety of career paths. The expansion of the youth program will increase our footprint to help more young adults excel beyond the scope of earning wages and experience though an internship opportunity.

With three dynamic paths available — Experience, Explorer, Accelerator — young adults will receive occupational training, key workplace soft skills, jobs or get connected with post-secondary educators for training and hands-on learning.

I invite you to work with us to invest in the development of this program and in our leaders of tomorrow. Your scholarship is critical in shaping the future of young people and providing opportunities to launch a successful career. Enclosed please find more information about CSCF and Summer Youth Program scholarship opportunities.

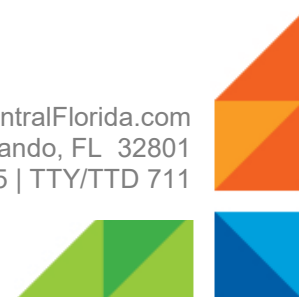
We are excited about the possibility of working together to ignite the potential in the leaders of tomorrow.

Warm Regards,

A handwritten signature in black ink that reads "Pamela Nabors".

Pamela Nabors
President/Chief Executive Officer
CareerSource Central Florida

CareerSourceCentralFlorida.com
390 North Orange Avenue, Suite 700 | Orlando, FL 32801
p. 407.531.1222 | f. 407.708.1385 | TTY/TTD 711





Inspiring

Our Leaders of

Tomorrow





Invest in the Future of Our Youth

Become a sponsor now and help us
show the world what our youth is
doing for the future of Central Florida.

Pathways to Igniting Potential

About Our Summer Youth Program

Our Summer Youth Program is uniquely designed to help young adults discover the next step in their career journey. We work with candidates ages 16-24 to understand their passions and aspirations and guide them toward resources and opportunities that will help them become highly skilled individuals in the workforce. With three distinct programs, CSCF helps young adults gain work **experience**, **explore** higher education opportunities and **accelerate** their ability to enter into the workforce.

Experience

- Paid summer internships
- Working in high-demand industries
- The value of team building and workplace skills
- Hands-on work-readiness training



Explore

- Introduction to the benefits of college life
- Tour, explore and learn about local colleges
- Exposure to career opportunities
- Experience hands-on projects



Accelerator

- Education in the high-demand industries of construction and computer coding
- Experienced and qualified educators
- Technical training certifications
- Accelerated career opportunities that lead to launching and onboarding





Help Us Pave the Way to a Successful Career Journey

The future of Central Florida depends on our ability to invest in our youth today. Our mission to support 1,000 young adults with this summer program has helped inspire young people to do more for themselves and our community. Together, we can build a bright future for the next generation of leaders.

Your sponsorship is crucial in shaping the future of young people and providing opportunities to launch a successful career.

Scholarship Opportunities

Please Select One:	Silver	Gold	Platinum
Youth Sponsorship			
Sponsor 2 individuals	✓		
Sponsor 4 individuals		✓	
Sponsor 6 individuals			✓
Marketing & Public Relations			
Logo inclusion on website	✓	✓	✓
Recognition in social media	✓	✓	✓
Logo displayed on t-shirts	✓	✓	✓
Summer marketing presence in CSCF channels	✓	✓	✓
Company content in email marketing		✓	✓
Featured in annual report		✓	✓
5 county career center recognition banners			✓
Conference room naming rights			✓
Press release inclusion			✓
Industry exclusivity			✓
Year-round marketing presence in CSCF channels		✓	✓
Appreciation Event			
Company inclusion on event invitation	✓	✓	✓
Company inclusion in event program	✓	✓	✓
Recognition on event signage		✓	✓
Inclusion in attendee swag bag		✓	✓
Inclusion in ceremony promotional video		✓	✓
Event speaking opportunity			✓
Inclusion in press releases and interviews			✓
Industry exclusivity			✓
Summer Youth Program			
Summer program exclusive provider *Banking Only*		✓	
Youth boot camp presentation opportunity		✓	✓
Dedicated career seeker afterhours meeting		✓	✓
Industry data reporting			✓
	\$5,000	\$10,000	\$15,000

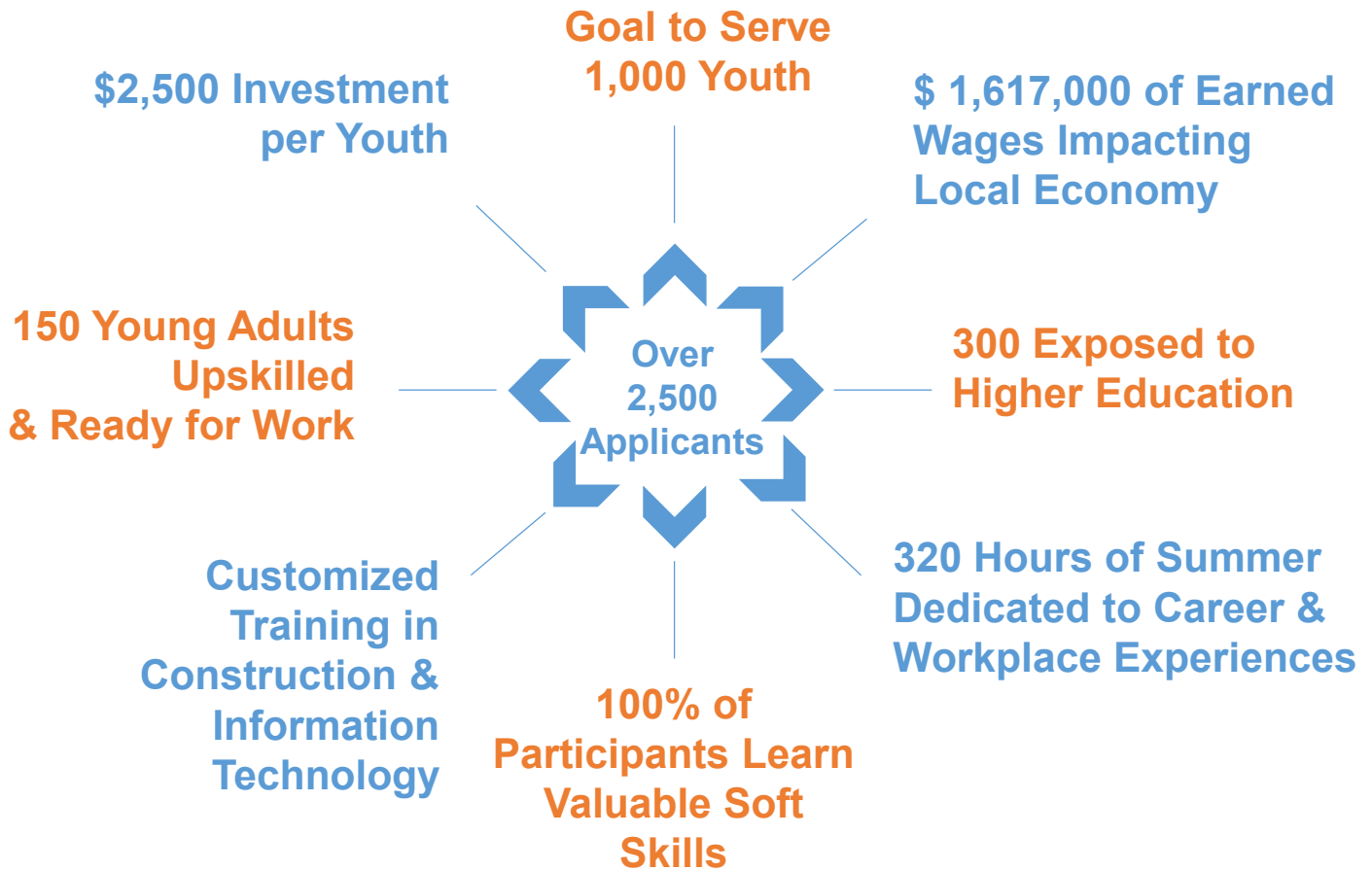


At CareerSource Central Florida (CSCF), our mission is to change people's lives, transform businesses and create more prosperity for our community. This all starts with our leaders of tomorrow — the young adults in our community who are beginning to learn what the workforce is like, what they want to do with their lives and how to achieve their career goals. That's where we come in.



ENHANCED SUMMER YOUTH PROGRAM

2019 Impact



YOUTH PROGRAM

Student Experience



Exploring Pathways To Success

Christian came to Career Source Central Florida as an unemployed 22 year-old high school dropout who was deficient in Math. Christian learned about the youth program from his father who had been served by a Career Consultant.

Christian wanted to move out of his parent's home and begin a life on his own, but he lacked the financial means. He knew he needed a career, but didn't know how to get started. Christian learned about the youth program and how he could get his GED along with career training in electronics.

He was enrolled in Valencia's Electronic Board Assembly program and earned his GED within three months.

Welding a Career

With the help of Career Source Central Florida, Matthew attended Orange Technical College for welding training. As a result, he earned several certificates, including his Welder Certification.

Matthew, who had applied for a role but not received a response from an employer, received assistance from a career consultant who helped enhance his resume, coached him on his interviewing skills and connected him to future employers through a hiring event.

Landing several interviews with another employer, Matthew secured his career earning around \$20.00 per hour with benefits, and has also become a member of the Iron Workers Union.





Proposed Dates

Revenue Diversity Ad Hoc Committee Meeting Schedule

PY: 2019-2020

- **October 9, 2019 (Wed) – 3:00 pm to 4:30 pm**
- **January 8, 2020 (Wed) – 3:00 pm to 4:30 pm**
- **April 8, 2020 (Wed) – 3:00 pm to 4:30 pm**
- **June 10, 2020 (Wed) – 3:00 pm to 4:30 pm**