

Community Engagement Committee Meeting

June 8, 2023



6/8/23 COMMUNITY ENGAGEMENT COMMITTEE MEETING AGENDA

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Discussion / Action Items

Other Business

Adjournment

Agenda Item	Topic	Presenter	Action Item
1.	Welcome	David Sprinkle	
2.	Roll Call / Establishment of Quorum	Kaz Kasal	
3.	Public Comment	David Sprinkle	
4.	Approval of Minutes	David Sprinkle	
	<u>A. 2/2/23 Community Engagement Committee Meeting</u>		X
5.	Discussion / Action Items	Committee Review/Discussion	
	A. Welcome to West Orange County Career Center		
	<u>B. MarComm 2022-2023 Recap</u>		
	<u>C. Website Audit Discussion</u>		
	<u>D. Center Marketing Tour & Feedback</u>		
6.	Other Business		
7.	Adjournment		

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WELCOME



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ROLL CALL



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PUBLIC COMMENT



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APPROVAL OF MINUTES



DRAFT
Community Engagement Committee Meeting
Thursday, February 2, 2023, 3:00 pm

MINUTES

MEMBERS PRESENT: David Sprinkle, Gui Cunha, John Gyllin, Roger Pynn, DeAnna Thomas and Wayne Weinberg

MEMBERS ABSENT: Tanisha Nunn Gary, Renee Quintanilla, and Stella Siracusa

STAFF PRESENT: Emily Kruszewski, Mimi Coenen, Pam Nabors, Nilda Blanco, Angel Ramos, Lorri Shaban, Steven Nguyen, Fabia Diaz, Sheril Capleton and Kaz Kasal

GUESTS PRESENT: Jazmin Louis/First Step Staffing

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome <ul style="list-style-type: none"> Mr. Sprinkle, Committee Chair, called the meeting to order at 3:02 pm. 	
2	Roll Call / Establishment of Quorum <ul style="list-style-type: none"> Ms. Kasal reported quorum present. 	
3	Public Comment <ul style="list-style-type: none"> None offered. 	
4	Approval of Minutes <ul style="list-style-type: none"> Reviewed minutes from 8/24/22 Meeting (attachment). 	Mr. Pynn made a motion to approve the minutes from the 8/24/22 Community Engagement Committee meeting. Mr. Weinberg seconded; motion passed unanimously.
5	Information/Discussion <u>Introductions</u> <ul style="list-style-type: none"> Introductions were made between Ms. Kruszewski, Director of Strategic Communications and the Committee. <u>Recap of Focus Areas and Priorities</u> <ul style="list-style-type: none"> Reviewed CSCF Communications' outreach activities and impact during quarters 1 and 2 of this program year, as well as overall goals and priorities (attachment). Customer Satisfaction Survey <ul style="list-style-type: none"> Reviewed purpose and results of a customer satisfaction survey that was conducted in August 2022. Committee input: <ul style="list-style-type: none"> Increase customer engagement - include as a goal Include photo of staff in survey to help customer remember their experience Send out an automated survey day of service Connect with One Blood's marketing staff on how they survey 	Staff to send summary report of the customer satisfaction survey results.

	<ul style="list-style-type: none"> Reviewed next steps and for next meeting: <ul style="list-style-type: none"> Provide survey plan to include cadence and timeframes Address opportunities – i.e. focus groups 	
7	Other Business <ul style="list-style-type: none"> Ms. Nabors thanked the Committee for championing their CSCF ambassadorship roles within their own networks. Mr. Cunha relayed Seminole County's pending \$30,000 sponsorship for CSCF's Summer Youth Program, pending vote at its Board meeting on 2/28/23. 	
8	Adjournment <ul style="list-style-type: none"> Meeting was adjourned at 3:53 p.m. 	

Respectfully submitted,

Kaz Kasal
Executive Coordinator

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DISCUSSION / ACTION ITEMS



MARCOMM 2022-2023 Recap



EXTERNAL COMMUNICATIONS

- PR & Media Relations Efforts Results

471M

Audience Reach

280

Media Placements

July 1, 2022 – May 31, 2023



ORANGE COUNTY EMPLOYMENT

CareerSource Central Florida hosting Job Fair



PHOTO BY PHARON SUDAN
Posted Tuesday, October 16, 2023 12:23pm



CareerSource points students toward future

By Garrett Shiflet, Daily Sun Staff Writer | Jul 25, 2022



CareerSource Central Florida has numerous partnerships with businesses and colleges that help hundreds of students in the Summer Youth Program determine their future. This includes Valencia College, in Orlando, where students explored medical careers. The program is available to students in Sumner and Lake counties.



Orlando Sentinel



MARKETING AND BRAND AWARENESS

3.2M

Increased Awareness

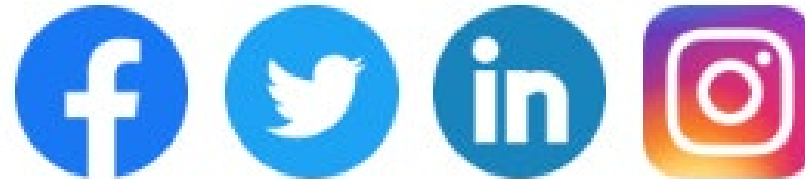
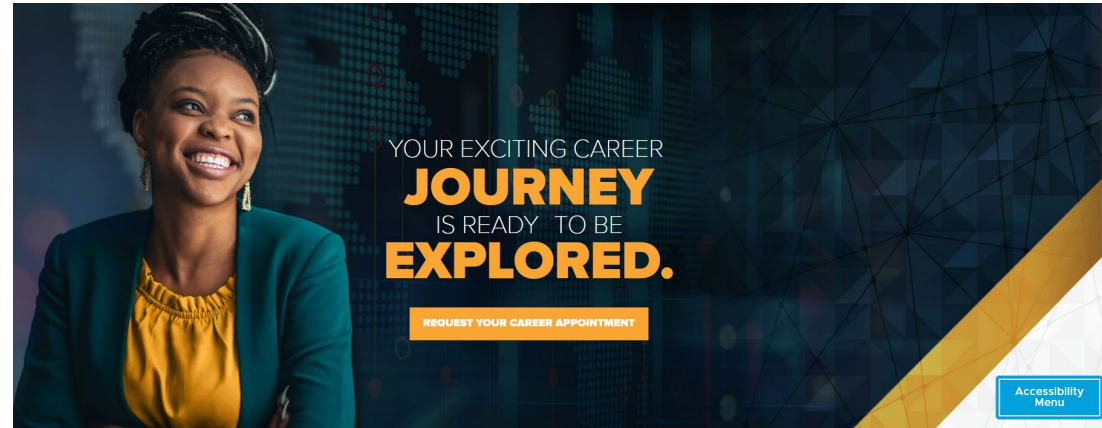
222K

Unique Visitors

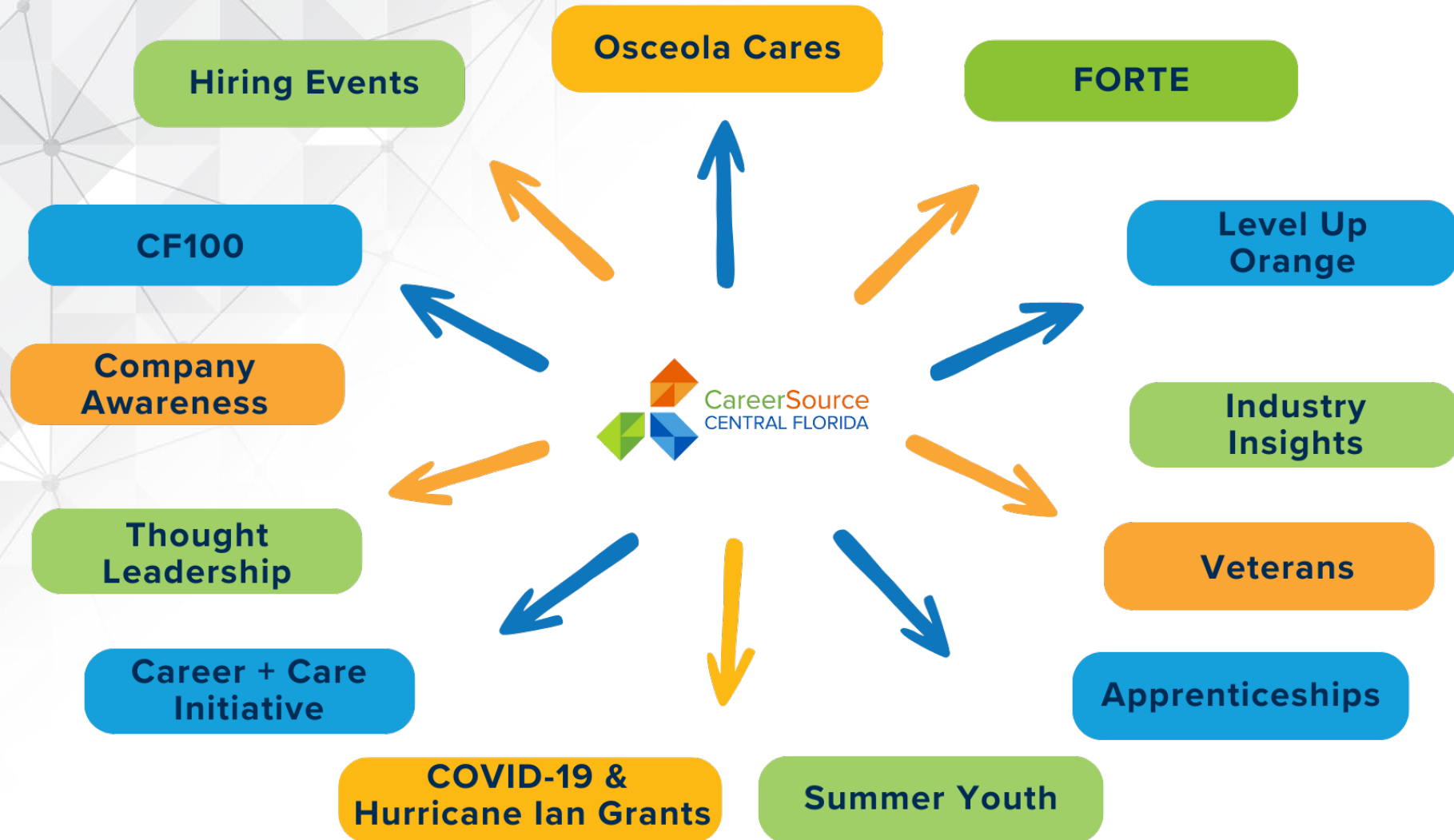
20K

Social Media Followers

July 1, 2022 – May 31, 2023



MEDIA COVERAGE AND MARKETING SUPPORT



July 1, 2022 – May 31, 2023

Today's Highlights

- ✓ Thank you for participating today's in-person so we can share insights and hear directly from you as experts in the community.
- ✓ Review 2022-2023 recap.
- ✓ Share CSCF overall strategies with you, which is paving the path for our efforts in the coming years.
- ✓ Website audit review & "Homework" take-away project for committee members.
- ✓ Customer journey discussion
 - ✓ Tour West Career Center
 - ✓ Follow up conversation on feedback and insights

Our Mission

We've given our MARCOMM mission a boost:

Our mission is to **serve our customers** (internally and externally) and **inspire individuals and businesses** through powerful storytelling and valuable content that caters to key audiences and drives successful leads for the organization.

We are laser-focused on collaboration, dynamic communication, and **igniting resilient and innovative ways to promote** CSCF, our mission and the work we do in the communities we serve.

In all we do, we are **BOLD** in elevating the brand, our services and creating user-friendly channels that are fun, packed with enriching content, and offers a clear CTA to ensure our customers can elevate their lives.



Snap-Shot of CSCF Strategies

Here is a snap-shot of our core strategies for the next three years here at CSCF, which some of you might have seen already.

- Diversify revenue streams to create resiliency
- Deliver career solutions to Central Florida residents to ignite their potential
- Identify and delivery talent solutions for businesses and address labor market demands
- Optimize workforce innovations to maximize organizational value



Customer Journey

From the moment a customer connects with us, whether that is at a center, or on Facebook, or our website, we want their journey to be impactful, inspiring and engaging. That is where you come in!



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Website Audit

We believe in creating an experience for our customers and businesses that is welcoming, user-friendly, action oriented, helpful and resonates with our customers.

As we focus on being BOLD, we want to be innovative, refreshing, engaging and provide a brilliant experience for our customers. (Let's discuss the Starbuck example.)

We are looking to you as industry experts in your field to give us some feedback as we look to define and transform our customer journey this year on the brand side.

HOMEWORK - CSCF Website

We are asking each of you to do a little audit on our website and share some feedback with us on your thoughts. See separate question document, which we hope you can provide back to us by July 20.



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Center Customer Journey Feedback

Let's take a tour...then discuss.

We want you to explore and provide feedback on what we are doing well and where there are opportunities from a customer journey perspective on the brand side.

For example, are our signs informative, do the graphics work well, what would make for a better experience, etc.?

See separate document for check list.

For those signing off, thank you and keep an eye out for the website audit homework and send us any feedback you have. Thank you!



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ADJOURNMENT



THANK YOU!



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