



**Community Engagement Committee Meeting  
Thursday, June 8, 2023, 10:00 am**

**MINUTES**

**MEMBERS PRESENT:** David Sprinkle, Gui Cunha, Tanisha Nunn Gary, John Gyllin, Renee Quintanilla, Stella Siracuza, and Wayne Weinberg

**MEMBERS ABSENT:** Roger Pynn and DeAnna Thomas

**STAFF PRESENT:** Emily Kruszewski, Tadar Mohammad, Lisa Jacobsen, Crystal Lee, Meghan Driscoll, Abigail Bass, Fabia Diaz, and Kaz Kasal

| Agenda Item | Topic  | Action Item / Follow Up Item  |
|-------------|--|---|
| 1           | <b>Welcome</b> <ul style="list-style-type: none"> <li>Mr. Sprinkle, Committee Chair, called the meeting to order at 10:05 am and welcomed attendees to the West Orange County Career Center.</li> </ul>  |   |
| 2           | <b>Roll Call / Establishment of Quorum</b> <ul style="list-style-type: none"> <li>Ms. Kasal reported quorum present.</li> </ul>  |   |
| 3           | <b>Public Comment</b> <ul style="list-style-type: none"> <li>None offered.</li> </ul>  |   |
| 4           | <b>Approval of Minutes</b> <ul style="list-style-type: none"> <li>Reviewed minutes from 2/2/23 Meeting (attachment).</li> </ul>  | <b>Mr. Cunha made a motion to approve the minutes from the 2/2/23 Community Engagement Committee meeting. Mr. Weinberg seconded; motion passed unanimously.</b> |
| 5           | <b>Information/Discussion</b><br><br><u>MarComm 2022-2023 Recap</u> <ul style="list-style-type: none"> <li>Reviewed CSCF Communications' outreach activities and impact from 7/1/22 thru 5/31/23, as well as overall strategies (attachment).</li> </ul> <u>Website Audit Discussion</u> <ul style="list-style-type: none"> <li>Reviewed a homework assignment in which the Committee is tasked to audit the CSCF website and provide their feedback from a customer/business perspective.</li> </ul> <u>Center Marketing Tour &amp; Feedback</u> <ul style="list-style-type: none"> <li>The Committee took a tour of the West Orange County Career Center and provided the following feedback: <ul style="list-style-type: none"> <li>Center is clean and bright; likes the accented walls and messaging</li> <li>Good areas of workspace and tables</li> <li>Look into providing a play area for children, so parents can better focus on their job search activities</li> <li>Entrance area could use some more space for entering and being welcomed with a smile and warm greeting</li> <li>Should always have a staff at the front to welcome, their demeanor should be welcoming, with a smile</li> <li>Trust is everything – staff need to be welcoming</li> </ul> </li> </ul> |   |

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|   | <ul style="list-style-type: none"> <li>- Glass is good – see what’s happening</li> <li>- The “space” theme is confusing – would be more suited for Brevard County as there is the space program in that county.</li> <li>- Each Center’s walls should display the jobs prominent in their specific area or county – i.e. a wall wrap reflecting the construction industry.</li> <li>- The messaging in the Connections Room should be out where everyone can see it – it inspires, gives hope:             <ul style="list-style-type: none"> <li>o <i>Connecting Central Floridians to Careers</i></li> <li>o <i>Developing Skilled Talent for Businesses</i></li> </ul> </li> <li>- Modify stations/desks by reconfiguring the charging outlets, so no tripping hazards</li> <li>- Have more workstations with computers – not everyone has a laptop</li> <li>- Have a kiosk at the front entrance for people to use while waiting. Have staff on hand to provide prompt assistance, so people do not have to look for someone.</li> <li>- Have content on TVs and digital options for customers</li> <li>- Have the right balance of brochures vs. QR codes</li> <li>- Great sign on outside of building, but need to have additional signage pointing to the entrance into building</li> <li>- Floor signage “footsteps” would be great “one step closer to your next job”</li> <li>- If there is a lot of phone activity, the staff’s half-walls do not help dampen sound.</li> <li>- Job title Career Coach instead of Career Consultant, and use guest vs. customer</li> <li>- Provide staff a coffee maker; they shouldn’t have to bring in their own</li> <li>- Have water available – perhaps partner with a company that would sponsor the water</li> </ul> |  |
| 7 | <p><b>Other Business</b></p> <ul style="list-style-type: none"> <li>• None offered.</li> </ul>   |  |
| 8 | <p><b>Adjournment</b></p> <ul style="list-style-type: none"> <li>• Meeting was adjourned at 11:06 a.m.</li> </ul>  |  |

Respectfully submitted,

Kaz Kasal  
Executive Coordinator