

# Revenue Diversity & New Markets Committee Meeting

August 17, 2022



# 8/17/22 REVENUE DIVERSITY & NEW MARKETS COMMITTEE MEETING DETAILS

## Meeting Details

### Meeting Agenda

### Welcome

### Roll Call

### Public Comment

### Approval of Minutes

### Information / Discussion / Action Items

### Insight

### Other Business

### Adjournment

**What:** Revenue Diversity and New Markets Committee Meeting

**When:** Wednesday, August 17, 2022

2:00 p.m. – 3:30 p.m.

**Where:** CSCF Admin Office

390 North Orange Ave., Suite 700 (7<sup>th</sup> Floor)  
Orlando, FL 32801

or

Virtual Option via Zoom: <https://careersourcecf.zoom.us/j/82838747260?pwd=TGthTUhYbXZXbTFHeGlydSs4TFREUT09>

Dial In: 1 (929) 205-6099 / Meeting ID: 828 3874 7260 /  
Passcode: 705691



# 8/17/22 REVENUE DIVERSITY & NEW MARKETS COMMITTEE MEETING AGENDA

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	
	<b><u>A. 6/1/22 Revenue Diversity &amp; New Markets Committee Meeting</u></b>		X
5.	Information / Discussion / Action Items	Committee Discussion	
	<b><u>A. FY 2022-23 New Goals &amp; YTD Results</u></b>		
	<b><u>B. Development Approach</u></b>		
	<b><u>C. Business Plan – General “Unrestricted” Funds</u></b>		
	<b><u>D. Organizational Structure Timeline</u></b>		
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**  
**Revenue Diversity & New Markets Committee Meeting**

**Wednesday, June 1, 2022**  
**2:00 p.m.**

**MINUTES**

**MEMBERS PRESENT:** Eric Jackson, Mark Brewer, and Richard Sweat

**MEMBERS ABSENT:** Glen Casel and John Gill

**STAFF PRESENT:** Leo Alvarez, Pam Nabors, Mimi Coenen, Becca Bides, Steven Nguyen and Lisa Jacobsen

**GUEST PRESENT:** Jane Callahan / Dean Mead

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> Mr. Jackson, Committee Chair, called meeting to order at 2:00 p.m.	
2	<b>Roll Call / Establishment of Quorum</b> Ms. Bides, VP of Strategic Communications, commenced with roll call and established 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 3/21/22 Revenue Diversity Committee Meeting (attachment).</li></ul>	<b>A motion was made by Mr. Jackson to approve the minutes from the 3/21/22 meeting. Mr. Sweat seconded; motion passed unanimously.</b>
5	<b>Information / Discussion / Action Items</b> <u>Organizational Structure (attachment)</u> <ul style="list-style-type: none"><li>Reviewed and provided feedback on the two recommended organizational structure options in readiness for Board's final approval.</li></ul> <u>FY 2021-2022 Year-To-Date Results</u> <ul style="list-style-type: none"><li>Reviewed year-to-date results (attachment).</li></ul> <u>FY 2022-2023 Goals</u> <ul style="list-style-type: none"><li>Reviewed FY 2022-2023 goals (attachment).</li></ul>	<i>Staff to update the two recommended organizational structure options based on Committee feedback, and Board comments from Budget Workshop. Updated recommendations to be presented at 6/16/22 Executive Committee meeting and 6/23/22 Board meeting; Ms. Callahan will attend both meetings to provide support.</i>



7	<b>Other Business</b> <ul style="list-style-type: none"> <li>Mr. Sweat discussed the need for CSCF to provide a targeted approach to help upskill working parents in specific economically challenged areas within each of the five counties, as well as support young men/women excellence organizations.</li> </ul>	
8	<b>Adjournment</b> There being no other business, the meeting was adjourned at 3:28 p.m.	

Respectfully submitted,

Lisa Jacobsen  
Communications Manager

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# INFORMATION / DISCUSSION / ACTION ITEMS



# FY 2022-2023 New Goals & YTD Results

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

### FISCAL YEAR 2022-23 GOALS

- Generate \$3.5M of New Diversified Revenue
- Establish Organizational Structure and Strategy to Generate Non-DEO Revenue
- Develop and Activate Plan to Invest General (unrestricted) Revenue

### KEY PERFORMANCE METRICS

- ✓ Achieve Target of \$3.15M of New Restricted Non-DEO Revenue
- ✓ Achieve Target of \$350K of New General “Unrestricted” Revenue
- ✓ Creation of a New Organizational Structure and Operational Plan to Support Non-DEO Revenue

### OUTCOME

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



# Y1 FUNDING SOURCES - \$3.5M

USDOL/EDA/NSF/DOE/DVA  
Counties  
Municipalities

Public  
80-90%

Private  
3-5%

Disney  
Wells Fargo/Truist  
Florida Blue  
Duke Energy  
Community Foundation  
Dr. Phillips Charities

Ticket to Work  
Tobacco Free Florida  
Ready to Work  
Jobs for the Future

Referral  
Programs  
1-10%

General  
Donations  
2-5%

Board Gifts  
Day of Giving  
Hire a Vet Day

# Year To Date Results Ticket To Work

# SOCIAL SECURITY TICKET TO WORK RESULTS THROUGH JULY 2022

## Revenue

PY 22-23 Revenue	
Category	Payment Amount
Revenue Goal	\$ 250,000
Cash in Bank	\$ -
Receivables	\$ 10,740
Total	\$ 10,740
% of Goal	4.3%

## Referral

PY22-23 Ticket Referrals			
Type of Referral	Current Year	Goal	Prior Year
CSCF Staff/Website	18	90	65
SSA	2	20	14
Community Agency	0	10	5
Family/Friend	0	10	8
Vocational Rehabilitation	0	5	1
Total	20	135	93

# SOCIAL SECURITY TICKET TO WORK RESULTS THROUGH JULY 2022

## Pipeline

Ticket to Work Cases	
Category	Number of Cases
Open Cases	187
New Customer Goal	45
New Customer Actual	2
% of Goal	4.4%

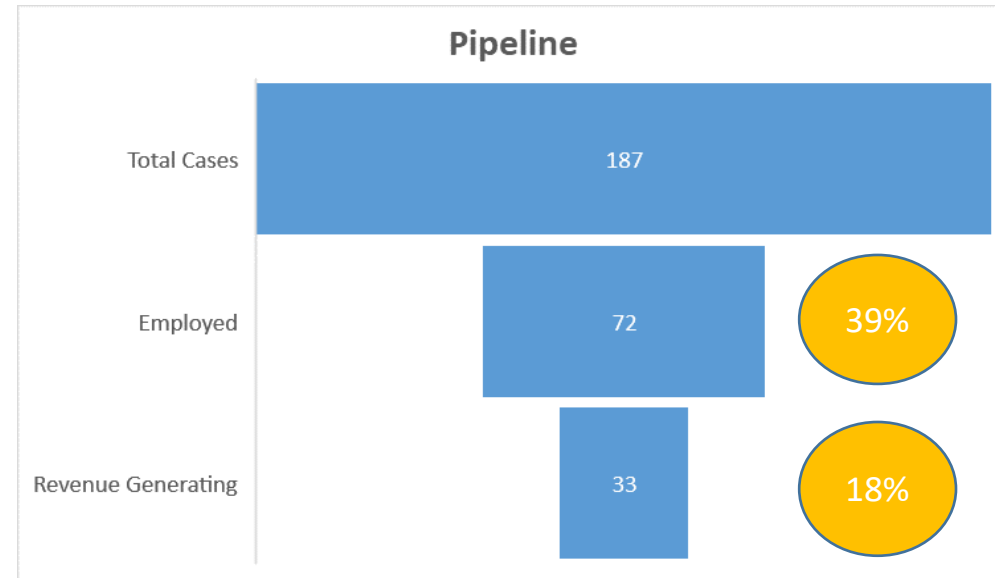
Obtained Employment			
Program Year	Total Cases	Employed	Actively Working & Generating Revenue
Current Year	187	72	33
Prior Year	185	70	33
% Employed/Revenue Generating		39%	18%



# SOCIAL SECURITY TICKET TO WORK

## PRIOR YEAR RESULTS

PY 21-22 Revenue	
Category	Payment Amount
Revenue Goal	\$ 220,000
Cash in Bank	\$ 243,289
Receivables	\$ 10,740
Total	\$ 254,029
% of Goal	115.5%



### Strategies to Increase Revenue and Caseload

- Increase the visibility of Disability Navigators to support increased enrollments, engagement, and placements by developing 3 new strategic partnerships yielding 35 referrals.
- Social Security Marketing program – had orientation, waiting on packet from SSA. SSA will send us a list of names of ticket holders in our area each quarter to contact.
- Develop an OJT strategy for current caseloads of ticket holders who are unemployed.

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# Development Approach

Strategic Partnerships + Development



# STRATEGIC PARTNERS

High-impact organizations that can *advance CSCF's impact*

Orlando  
Economic  
Partnership

Orange County  
Gov't

Heart of Fla  
United Way

Valencia  
College

OC Public  
Schools

# STRATEGIC PARTNERS

High-impact organizations that can *advance CSCF's impact*

Orlando  
Economic  
Partnership

Elevate Lake  
Lake 100

Orange County  
Gov't

Osceola County  
Seminole County  
City of Orlando

Heart of Fla  
United Way

Valencia  
College

Seminole State College  
Lake-Sumter State  
College  
Lake Technical College  
UCF

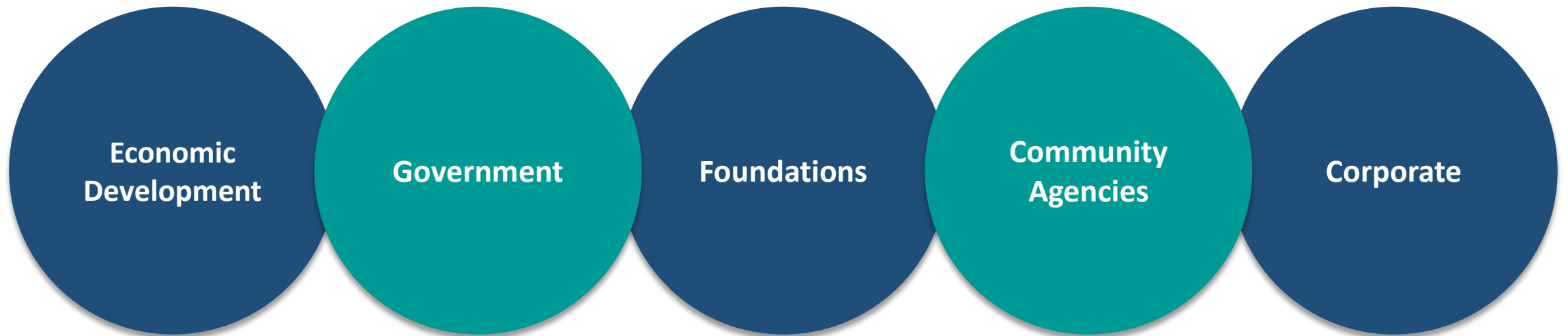
OC Public  
Schools\*

Seminole County  
Pub Schools  
  
Osceola County Pub  
Schools



# DEVELOPMENT PARTNERS

High-impact organizations that can *financially support CSCF's mission & vision*



# INITIAL CONCEPTS

- Funding to extend/enhance workforce development efforts
  - Federal grants – USDOL, EDA, NSF, DOT
  - County grants – ARPA \$\$ from Orange, Seminole, Osceola
- Programs that align with others' investment priorities
  - Support services – transportation, childcare
  - Youth – SYP + year-round youth
- Partnerships that leverage others' products/services
  - HFUW + technology
- Opportunities to seed future funding
  - #GivingTuesday

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# Business Plan – General “Unrestricted” Funds

# GENERAL FUNDS – ALLOCATIONS STRATEGY



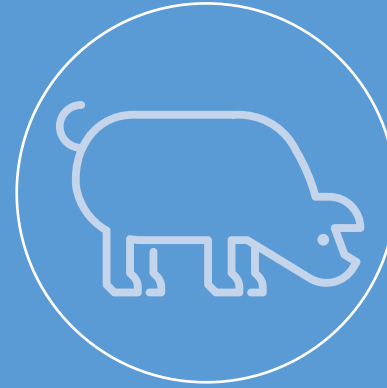
Operations

25%



Investing

10%



Reserve

65%

**\$1MILLION – GOAL: 10-15% ANNUAL GROWTH**

General  
Fund  
Balance  
\$1M

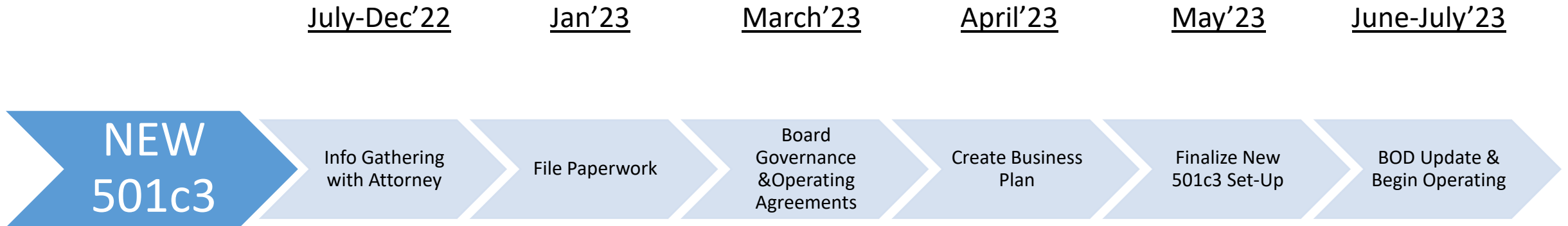
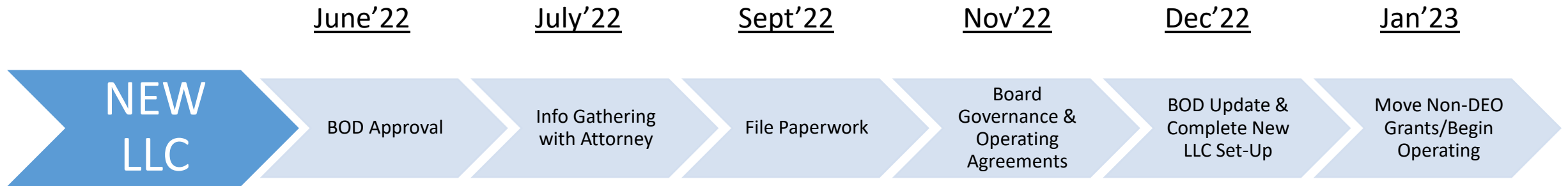


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# Organizational Structure Timeline

# ORGANIZATIONAL STRUCTURE TIMELINE



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# ADJOURNMENT



# THANK YOU!

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