

Community Engagement Committee Meeting

August 24, 2022



8/24/22 COMMUNITY ENGAGEMENT COMMITTEE MEETING DETAILS

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Discussion / Action Items

Insight

Other Business

Adjournment

What: Community Engagement Committee Virtual Meeting

When: Wednesday, August 24, 2022
3:00 p.m. – 4:30 p.m.

Where: Virtual via Zoom:


Link: <https://careersourcecf.zoom.us/j/86179149420?pwd=dnE0MzFhYlpQZDRuL2ZrME4zUkFHQT09>

Dial In: 1 (929) 205-6099

Meeting ID: 861 7914 9420 / Password: 160148

8/24/22 COMMUNITY ENGAGEMENT COMMITTEE MEETING AGENDA

Agenda Item	Topic	Presenter	Action Item
1.	Welcome - Introducing New Committee Member	David Sprinkle	
2.	Roll Call / Establishment of Quorum	Kaz Kasal	
3.	Public Comment		
4.	Approval of Minutes	David Sprinkle	
	<u>A. 5/12/22 Community Engagement Committee Meeting</u>		X
5.	Discussion / Action Items		
	<u>A. Committee Focus:</u>	David Sprinkle	
	<u>A. Review of committee charter (invite comments)</u>		
	<u>B. Current direction community engagement (present & discuss)</u>		
	1) <u>Progress, metrics</u>	Becca Bides	
	2) <u>Current-day SWOT</u>		
	3) <u>Priority Focus Areas (FY 22-23)</u>		
	<u>C. Customer Satisfaction Survey</u>		
6.	Insight/ Discussion		
	<u>A. Extending our Reach – Board Ambassadors in the Community (ideation session)</u>	Becca Bides	
7.	Other Business		
8.	Adjournment		



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WELCOME



COMMUNITY ENGAGEMENT COMMITTEE WELCOME!



Welcome to:
Tanisha Nunn Gary
President/CEO
African American Chamber of Commerce
of Central Florida



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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, May 12, 2022, 3:00 pm
MINUTES

MEMBERS PRESENT: David Sprinkle, Kari Conley, Gui Cunha, John Gyllin, Roger Pynn, Renee Quintanilla, Stella Siracusa, and DeAnna Thomas

MEMBERS ABSENT: Wayne Weinberg

STAFF PRESENT: Becca Bides, Pam Nabors, Steven Nguyen, Nilda Blanco, Emily Kruszewski, Angel Ramos, Sean Masherella & Kaz Kasal

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 <u>Approval of Minutes</u> <ul style="list-style-type: none">Reviewed minutes from 11/4/21 Meeting (attachment).	Dr. Gyllin made a motion to approve the minutes from the 11/4/21 Community Engagement Committee meeting. Mr. Pynn seconded; motion passed unanimously.
5	Information/Discussion <u>Strategic Communications Updates</u> <ul style="list-style-type: none">Ms. Becca Bides, VP of Strategic Communications, provided following updates:<ul style="list-style-type: none">Introduced Ms. Emily Kruszewski, CSCF's new Director of Corporate Communications.Status of Level Up activities.Asked the Committee to reach out if any panel or media opportunities arise when they could promote CSCF.	



6	<p>Insight <u>Community Engagement Survey – Results & Discussion</u></p> <ul style="list-style-type: none"> Dr. Ron Piccolo, with University of Central Florida, reviewed a presentation entitled “Community Survey Results” (attachment) and provided an overview of survey results on awareness and perceived value of CSCF and its partner needs. <p>Committee feedback:</p> <ul style="list-style-type: none"> Focus on simple message/brand that speaks to regional community well vs. broad image campaign. Bolster awareness and consistency of delivery of services. Distributing info more effectively via marketing, PR and “arming” staff with good information. Make community more aware that CSCF is very helpful to mid and small size businesses. Take data insights to market – what data can be CSCF be known for? Validation that this is a need and CSCF has credibility. CSCF already has a unique piece data: inside information on what job seekers are looking for and what they are saying. Salary Guide is a very <u>sought after</u> piece of data Look historically at Goodwill – they have positioned themselves very clearly at what they do. What storytelling has Goodwill done? 	
7	<p>Other Business None offered.</p>	
8	<p>Adjournment <ul style="list-style-type: none"> Meeting was adjourned at 4:23 p.m. </p>	

Respectfully submitted,

Kaz Kasal
Executive Coordinator

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DISCUSSION / ACTION ITEMS



Community Engagement Committee Charter

Purpose:

The committee is charged with contributing their leadership and business experience to help CareerSource Central Florida (CSCF) achieve its vision of *inspiring people, transforming businesses, and elevating the Central Florida community* across the five-county region.

Goals:

Through strategic advisory meetings 4-6 times a year, committee members will contribute insights and review strategies to support CSCF in achieving the following goals:

1. Inspire residents and business leaders to engage in the many services CSCF offers to help improve their financial success and career growth.

Metric: Determine key qualitative and/or quantitative metrics that will assess conveying target messaging to audiences and drive business for the organization.

2. Create strong awareness and appreciation among critical civic and business stakeholders for the role CSCF serves to elevate the communities and economy of the five-county region.

Metric: Assess base level of stakeholder knowledge of the organization's programs and services through an initial community organization survey. Resulting feedback will then inform the development of an updated strategic community plan.

Responsibilities:

Provide guidance and counsel on community plans and outreach initiatives to ensure alignment with key industry, civic and economic development organizations.

Provide feedback on communications and marketing messaging that tells the CSCF story of services we offer and our role in creating a stronger, more prosperous local community for businesses and residents alike.

Serve as the "eyes and ears" of CSCF in the business community and provide insights that assist CSCF in ensuring that appropriate business needs are being addressed and messaging and programs are resonating with the community.

Review annual budget to ensure CSCF is serving as fiscally responsible stewards in all communications and community and stakeholder engagement programs.

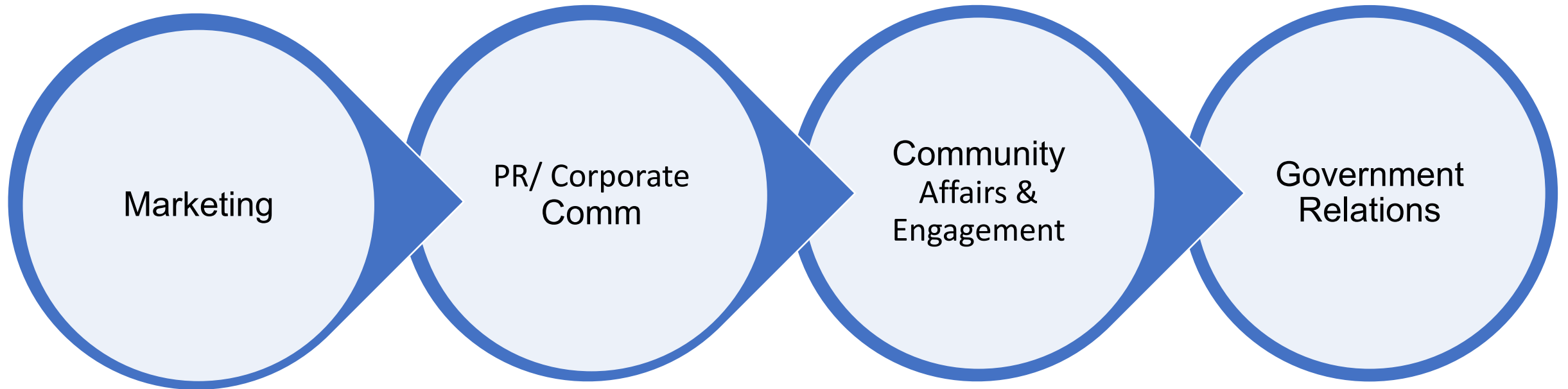
Structure:

- The committee reports to the Board of Directors.
- The Board Chair appoints all committee members and designates the Committee Chair.
- The committee is comprised of both board and non-board community leaders and regional experts in marketing, public relations, government relations and/or communications.
- Members must be able to participate in 4-6 committee meetings per year. As feasible, we also request that members serve as CSCF executive ambassadors within their own professional circles to promote the organization's contributions and services in the community.
- The Committee Chair is responsible to report on the Committee activities at the full Board meeting.
- Please note that all committee meetings are open to the public and all minutes and agendas are accessible on the CareerSource Central Florida website.
- Relevant materials for each meeting will be emailed to members one week prior.
- Committee's staff liaison: Vice President of Strategic Communications Becca Bides. Contact information is cell (407) 280-5037; email BBides@careersourcecf.com.

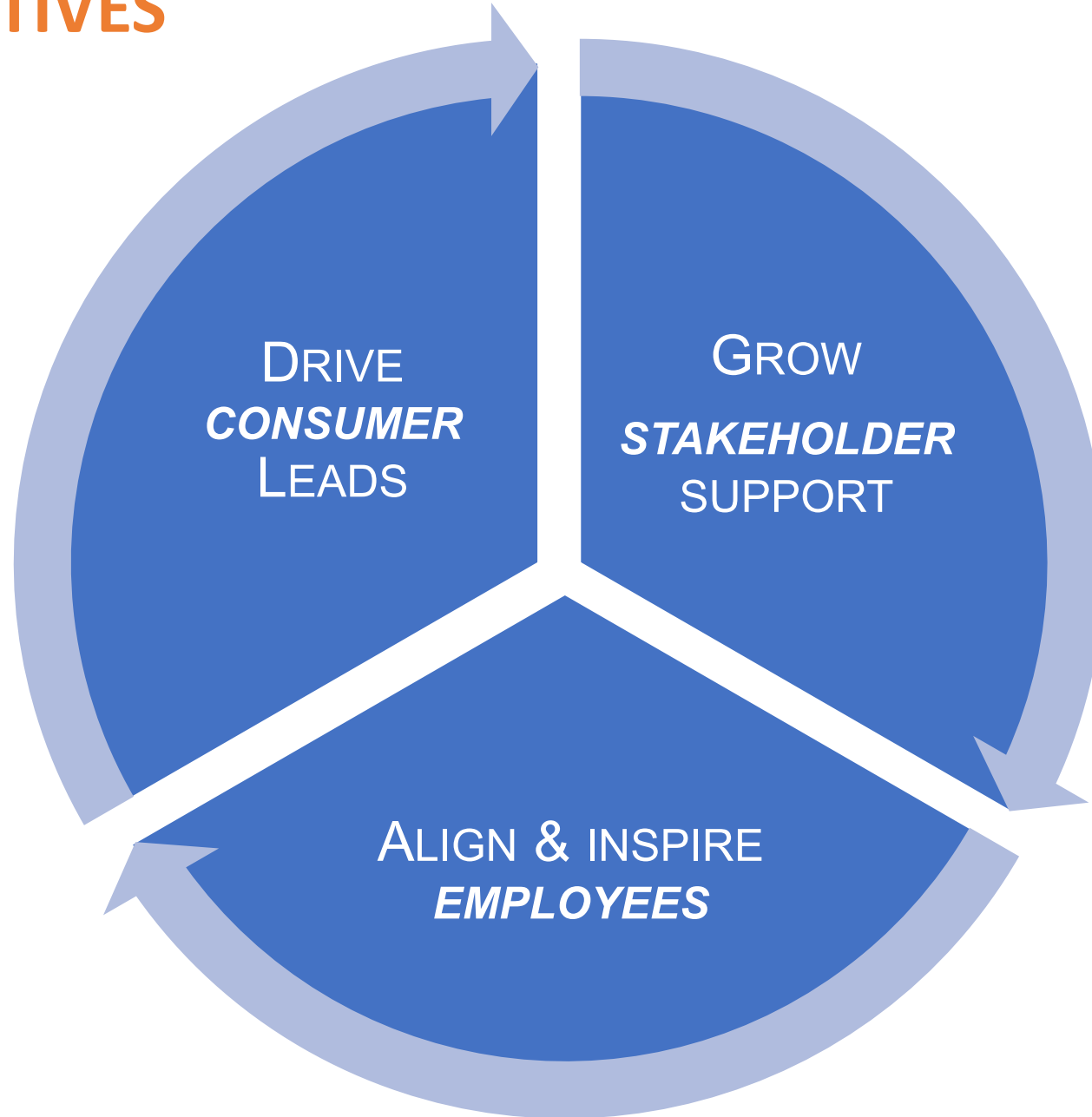
Strategic Communications

Plan & Priorities

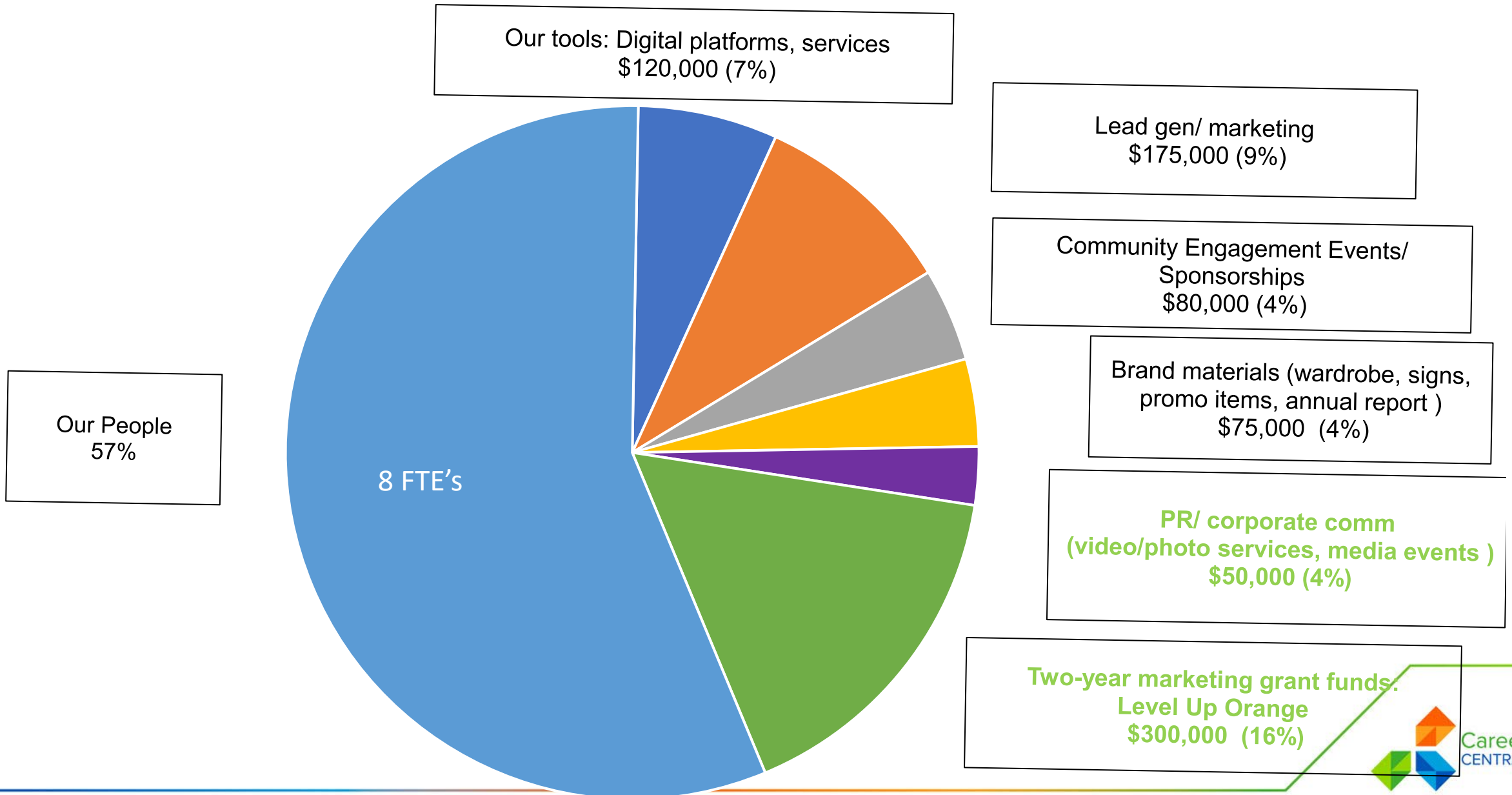
AREAS OF FOCUS



BUSINESS OBJECTIVES



FY 22-23 BUDGET – \$1.84M (800K IN PROGRAMS)



KEY STRATEGIES

GROW COMMUNITY SUPPORT

- Grow awareness of our value to the region
- Strengthen support from regional stakeholders (media, govt, biz, edu)

DRIVE CUSTOMERS AWARENESS & ENGAGEMENT

- Omni-channel marketing (paid ads, publicity)
- Communications platforms (CSCF social media channels, website, collateral)

INFORM & INSPIRE EMPLOYEES THROUGH INTERNAL COMMUNICATIONS

FY 22-23 Focus:

COMMUNITY AWARENESS & STAKEHOLDER SUPPORT

- Evolve messaging: today's value proposition
- Create 1st centralized community CRM
- Strategic use of community sponsorships
- Plan sustained, positive media coverage
- New thought leader platforms & tools
 - Event: Workforce Summit (CS, Valencia, UCF)
 - Speaking panels
 - CEO e-news, podcast, OBJ Content Partnership
 - New mission video



REPUTATION RESEARCH

FOLLOW-UP: CUSTOMER SATISFACTION

- *Objective:* Better understand customer service strengths & weaknesses
- *Strategy:* Create **recurring** customer satisfaction assessment process
 - Hired outside vendor, designed survey
 - Survey fielded Aug. 2-17
 - Launched to 36,000 customers; 1,621 responses
 - Findings report to be issued mid-Sept
 - Share with Board and employees, determine action plan

FY 22-23 FOCUS: DRIVE CUSTOMER LEADS

Advertising, PR, social, web, email

- Evolve creative & optimal marketing mix
- Increase video and photo content
- Optimize web & social platforms
- New Youth creative & digital strategies
- Encourage clients as ambassadors;
 - “social sharing” concepts



INSPIRE & ALIGN EMPLOYEES

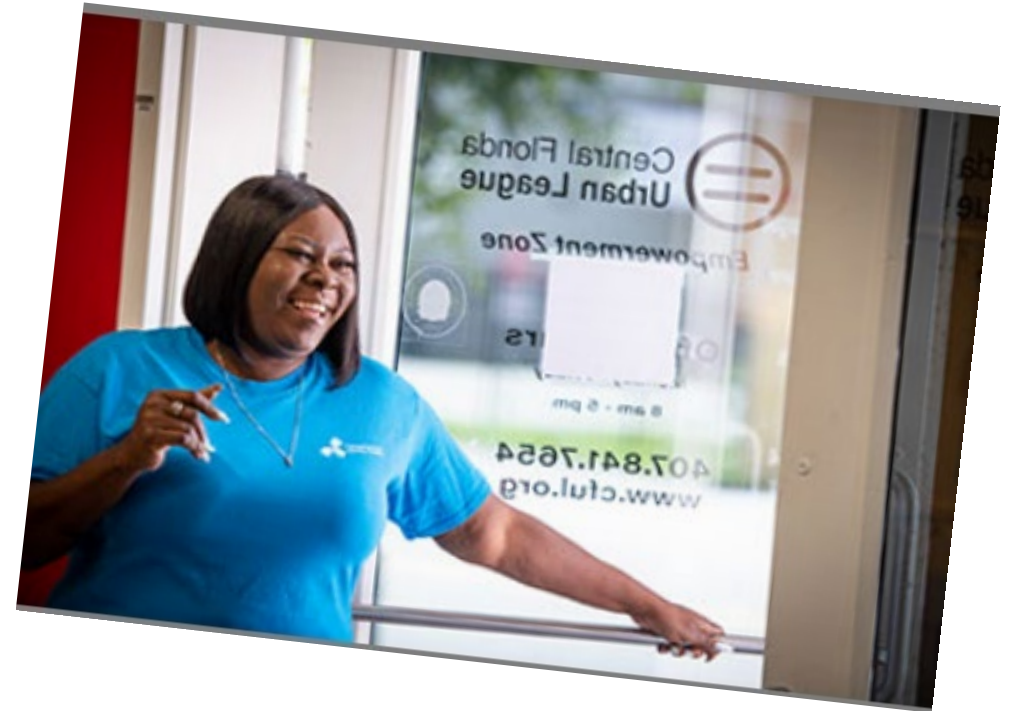
Equip them as industry experts & CSCF ambassadors

PY success:

- 50% increase in employee engagement
- New HR website portal

FY 22-23 Focus :

- Increase technology (digital ,video content)
- Explore employee social platform (Yammer, FB)
- Expand our "face and voice" in the community
 - feature passionate frontline employees



TRACKING & ASSESSING SUCCESS

Define new department scorecard & KPIs

Align measurable outcomes to business goals

3 Metrics: Awareness, Engagement, Support

Set goals & track priority messaging

21-22 COMMUNICATION OUTCOMES (EXTERNAL)



Broad Awareness:

Doubled PR results: 694 M reach

Social media: 4.2 M impressions

Community outreach materials



Engagement

Drove 190K visits to CSCF website

Inspired 57K engagements on social



Messaging

Industry trends, insights

Supporting local businesses

Hiring fairs, success stories

County-specific

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INSIGHT



COMMITTEE DISCUSSION

- **Input on direction & priorities**
- **Ideation/ assign for next meeting focus**
 - Metrics/ Scorecard
 - Driving Ambassadorship in community

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ADJOURNMENT



THANK YOU!

