



DRAFT
Community Engagement Committee Meeting
Wednesday, August 24, 2022, 3:00 pm

MINUTES

MEMBERS PRESENT: David Sprinkle, Gui Cunha, Tanisha Nunn Gary, Roger Pynn, DeAnna Thomas and Wayne Weinberg

MEMBERS ABSENT: John Gyllin, Renee Quintanilla, and Stella Siracuza

STAFF PRESENT: Becca Bides, Pam Nabors, Sean Masherella and Kaz Kasal

Agenda Item	Topic	Action Item <i>/ Follow Up Item</i>
1	Welcome <ul style="list-style-type: none"> • Mr. Sprinkle, Committee Chair, called the meeting to order at 3:03 pm. • Committee welcomed new member Ms. Tanisha Nunn Gary. 	
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 5/12/22 Meeting (attachment). 	Mr. Cunha made a motion to approve the minutes from the 5/12/22 Community Engagement Committee meeting. Mr. Pynn seconded; motion passed unanimously.
5	Information/Discussion <u>Committee Charter – Annual Review</u> <ul style="list-style-type: none"> • Reviewed Charter (attachment) and concurred no changes needed at this time. <u>Current Direction of Community Engagement (attachment)</u> <ul style="list-style-type: none"> • <u>Progress Metrics</u> <ul style="list-style-type: none"> – Reviewed areas of focus, business objectives and budget breakdown for FY 22-23. – Reviewed key strategies to grow community support and drive customer awareness and engagement. • <u>Current-day SWOT</u> <ul style="list-style-type: none"> – Reviewed status customer satisfaction survey, designed to help gauge CSCF’s customer service strengths and weaknesses. Findings report to be issued mid-September to be shared with Board and staff to determine action plan. <u>Priority Focus Areas (FY 2022-2023)</u> <ul style="list-style-type: none"> – Reviewed priority focus area to drive customer leads. 	

6	<p>Insight Committee Input:</p> <ul style="list-style-type: none"> - White papers on website – CSCF partnering with business analytics - Board Spotlight Stories, with both customer and CSCF consultant, could be videoed and posted out to all social media channels. - Big component is credibility. Staff’s LinkedIn profiles should reflect how they are a resource at CSCF and what they do. Create a page with all CareerSourcers, their pictures, as well as links to individual LinkedIn info. - Should focus on how well are we known – the go-to source. Need to get out that “people at CSCF just solved my problem.” - Quick survey post meeting with CSCF staff – approach business customers this way. Include info on other services and link to data analytics. 	<p><i>Mr. Pynn to research if any omnibus studies happening in region.</i></p> <p><i>Committee to come back to next meeting and offer insight on how to drive ambassadorship in the region.</i></p>
7	<p>Other Business None offered.</p>	
8	<p>Adjournment</p> <ul style="list-style-type: none"> • Meeting was adjourned at 4:29 p.m. 	

Respectfully submitted,

Kaz Kasal
Executive Coordinator