



COMMUNITY ENGAGEMENT COMMITTEE

CareerSource Central Florida | 8/25/26
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ACHIEVEMENT
BEGINS WITH A DREAM.



8/25/26 COMMUNITY ENGAGEMENT COMMITTEE MEETING DETAILS

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Information/
Discussion/
Action Items

Other Business

Adjournment

What: Community Engagement Committee Meeting

When: Tuesday, August 25, 2026
10:00 a.m. – 11:30 a.m.

Where: CSCF Administration Office
390 N. Orange Ave., Suite 700 (7th Floor)
Orlando, FL 32801
or

Virtual Option via Zoom:
Link: <https://careersourcecf.zoom.us/j/89719474230?pwd=JxcTxuVYib33oLaaZKc9HXrD7BA6tG.1>
Dial In: (305) 224-1968 / Meeting ID: 897 1947 4230 / Passcode: 516740

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Agenda Item #''	Topic	Presenter	Action Item	
1.	Welcome	Lindsey LeWinter		
2.	Roll Call / Establishment of Quorum	Kaz Kasal		
3.	Public Comment	Lindsey LeWinter		
4.	Approval of Minutes A. 5/7/26 Community Engagement Committee Meeting	Lindsey LeWinter		X
5.	Information / Discussion A. Website Refresh – Update B. Charter - Annual Review C. 30th Anniversary Planning - Update			
6.	Other Business	Lindsey LeWinter		
7.	Adjournment	Lindsey LeWinter		



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WELCOME

COMMUNITY ENGAGEMENT COMMITTEE UPDATE



Community Engagement Committee

Indera Rampal-Harrod
Vice President, Talent & Culture
Universal Orlando Resort

COMMUNITY ENGAGEMENT COMMITTEE MEMBERSHIP PY 2026-2027

Community Engagement Committee Chair:

Lindsey LeWinter

Vice Chair: Stella Siracuza

Committee Members:

Dennis Holste

Gaby Ortigoni

Indera Rampal-Harrod (**New Member**)

DeAnna Thomas

Dan Ward

Wayne Weinberg

Kristin Williams



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ROLL CALL / ESTABLISHMENT OF QUORUM



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PUBLIC COMMENT



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APPROVAL OF MINUTES



DRAFT
Community Engagement Committee Meeting
Thursday, May 7, 2026, 3:00 p.m.

MINUTES

MEMBERS PRESENT: Lindsey LeWinter, Michele Daugherty, Kristin Gray, Stella Siracuza, Dan Ward, Wayne Weinberg and Kristin Williams

MEMBERS ABSENT: Dennis Holste, Gaby Ortigoni, Amy Santorelli, and DeAnna Thomas

STAFF PRESENT: Geo Morales, Crystal Lee, Vince Bruno and Kaz Kasal

GUEST PRESENT: Doug Stewart / Appleton Creative

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Ms. LeWinter, Community Engagement Committee Chair, called the meeting to order at 3:03 pm.	
2	Roll Call / Establishment of Quorum Ms. Kasal reported quorum present.	
3	Public Comment None offered.	
4	Approval of Minutes <u>Approval of Minutes</u> Reviewed minutes from 1/29/26 Meeting (attachment).	Ms. Siracuza made a motion to approve the minutes from the 1/29/26 Community Engagement Committee meeting. Ms. Gray seconded; motion passed unanimously.
5	Information/Discussion <u>Website Refresh – Update</u> - Mr. Doug Stewart, Vice President of Strategic Marketing at Appleton Creative, provided a high-level overview of CSCF’s website refresh, including the proposed structure and design. His presentation covered: - Website sitemap and page template structure - Consistent branding and design across all webpages - Use of keywords and phrases to improve search engine and AI visibility - A static main menu to support easier navigation <u>Committee Feedback:</u> - Reconsider the use of “launch” terminology - Website is user-friendly and easy to navigate	



	<u>30th Anniversary Planning</u> - Reviewed following (attachment): - Anniversary logo has been selected 12-month campaign duration - Fundraising goal of \$100,000 to support youth-focused programs - Overview of campaign objectives and strategies - Timing: 60-90 day lead-in: prepare staff and Board members to serve as advocates, including development of a Board toolkit - Kick-off begins at the 9/30/26 Rise & Thrive event - Mid-year: staff and board voice campaigns on CSCF's impact in community, storytelling and earned media pushes - Closeout: recognition, reflection and forward-looking for next 30 years. <u>Committee Feedback:</u> - Provide Board members with messaging for their social media channels - Encourage participation by placing reminders on Board calendars - Request quotes from all Board members and tag both the member and their company for resharing opportunities - Suggested quote prompt: "Why do I serve on this Board?" - Encourage Board members to engage with CSCF posts to help increase visibility through social media algorithms - Recognize Board members quarterly for their engagement efforts	
6	Other Business None offered.	
7	Adjournment Meeting was adjourned at 3:41 p.m.	

Respectfully submitted,
Kaz Kasal
Executive Board Coordinator

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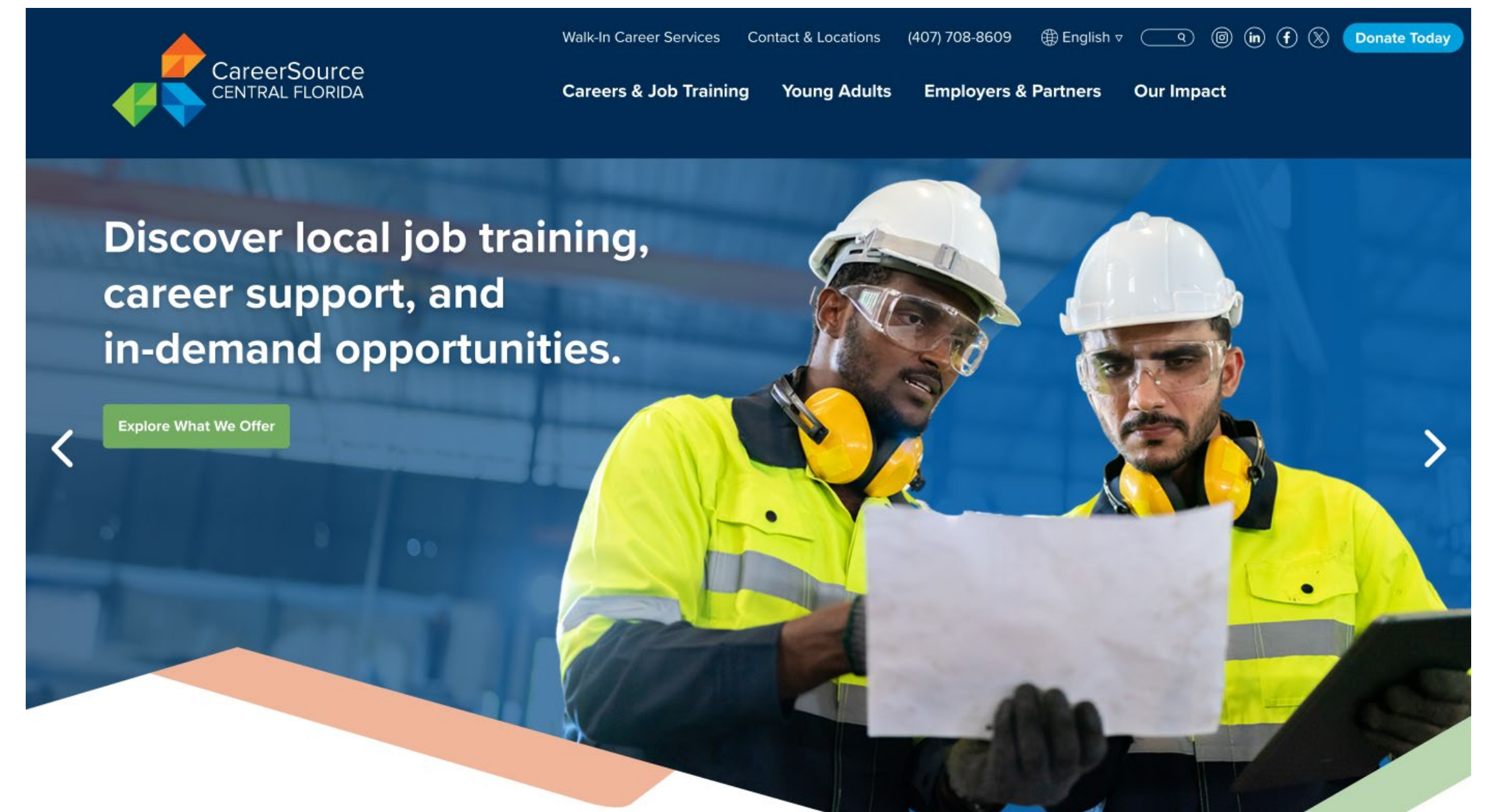
INFORMATION / DISCUSSION / ACTION ITEMS

WEBSITE REFRESH UPDATE

Website Refresh Update

Programming Phase

- Doug Stewart, VP of Strategic Marketing, Partner at Appleton Creative



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CHARTER – ANNUAL REVIEW



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.

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SELECTING THE RIGHT METRICS

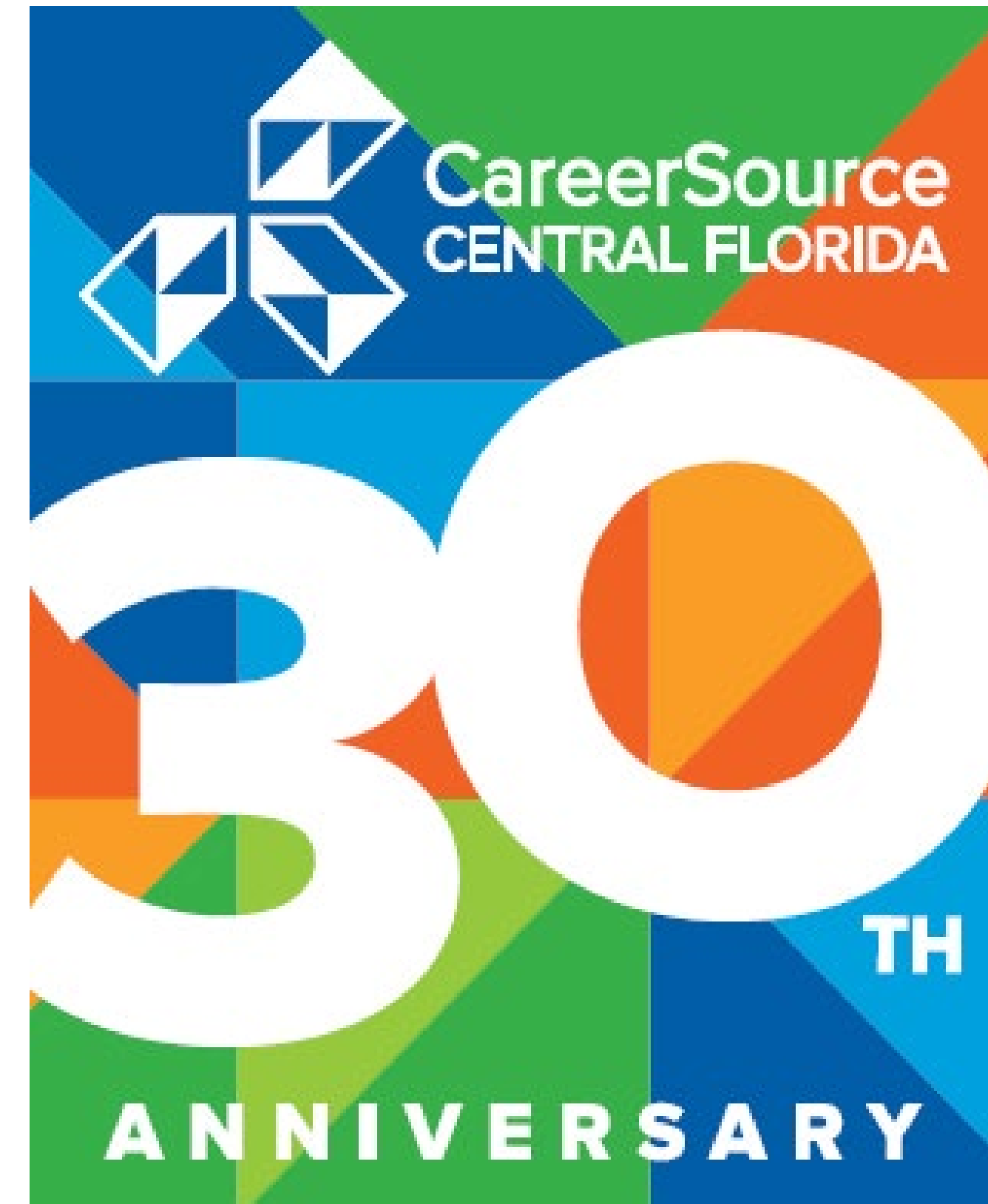
- What does success look like for this committee?
 - What are the desired outcomes?
- If CSCF is more visible, understood, and valued because of this committee's guidance, what evidence would we expect to see?
- What are the most important outcomes we want to influence?
 - Awareness?
 - Engagement?
 - Trust?
 - Participation? From which audiences?

30TH ANNIVERSARY CAMPAIGN UPDATE

30th Anniversary Campaign Update

What this is: A focused, 12-month anniversary communications, engagement, and fundraising campaign that celebrates 30 years of impact while strengthening CareerSource Central Florida's visibility, partnerships, and investment for the next chapter.

- **Theme:** 30 Years of Opportunity
- **Timing:** 2026-27 (12 months)
- **Public kick-off:** Rise & Thrive, September 30
- **Fundraising target:** \$300k

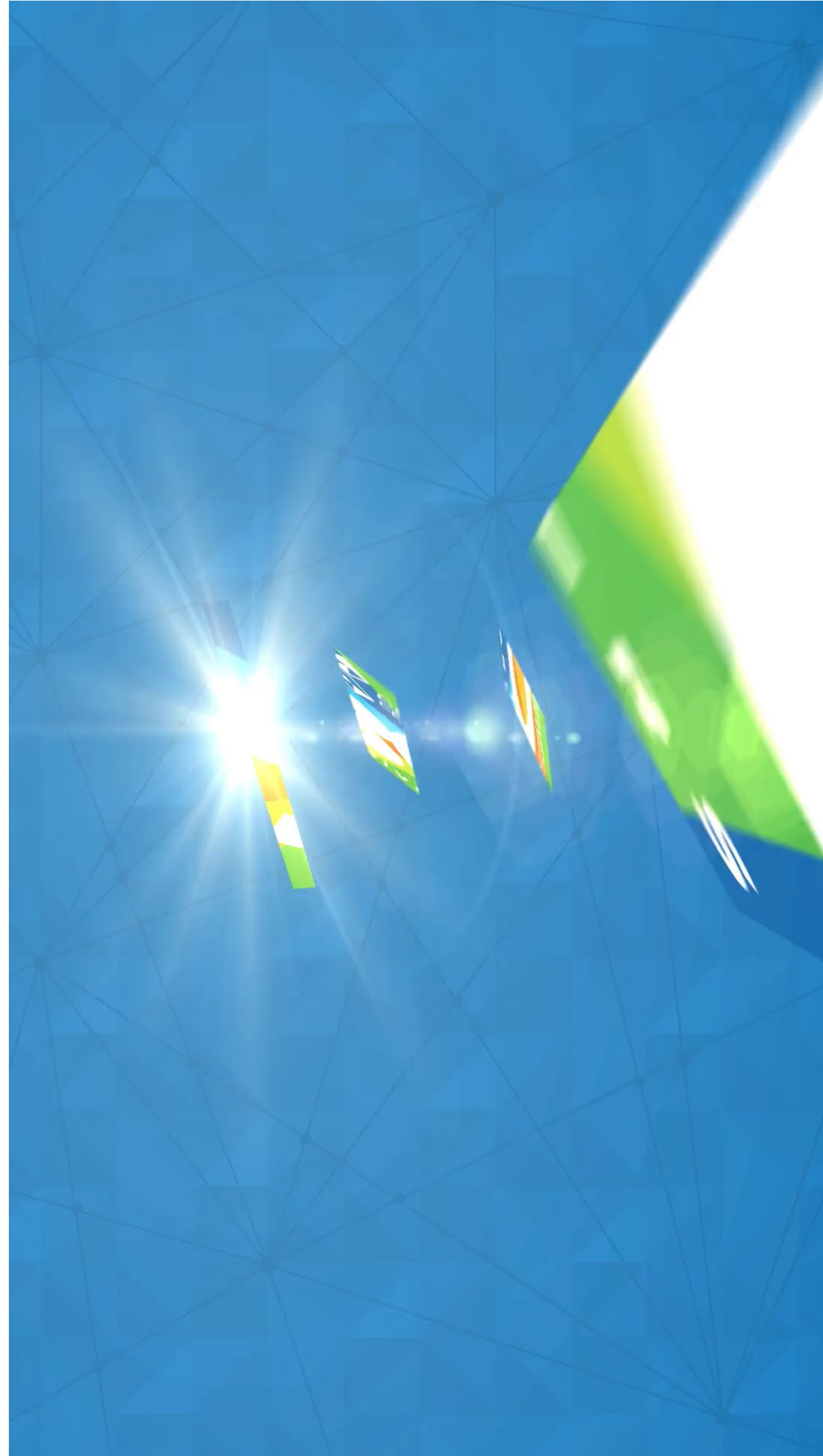


30th Anniversary Celebration Update

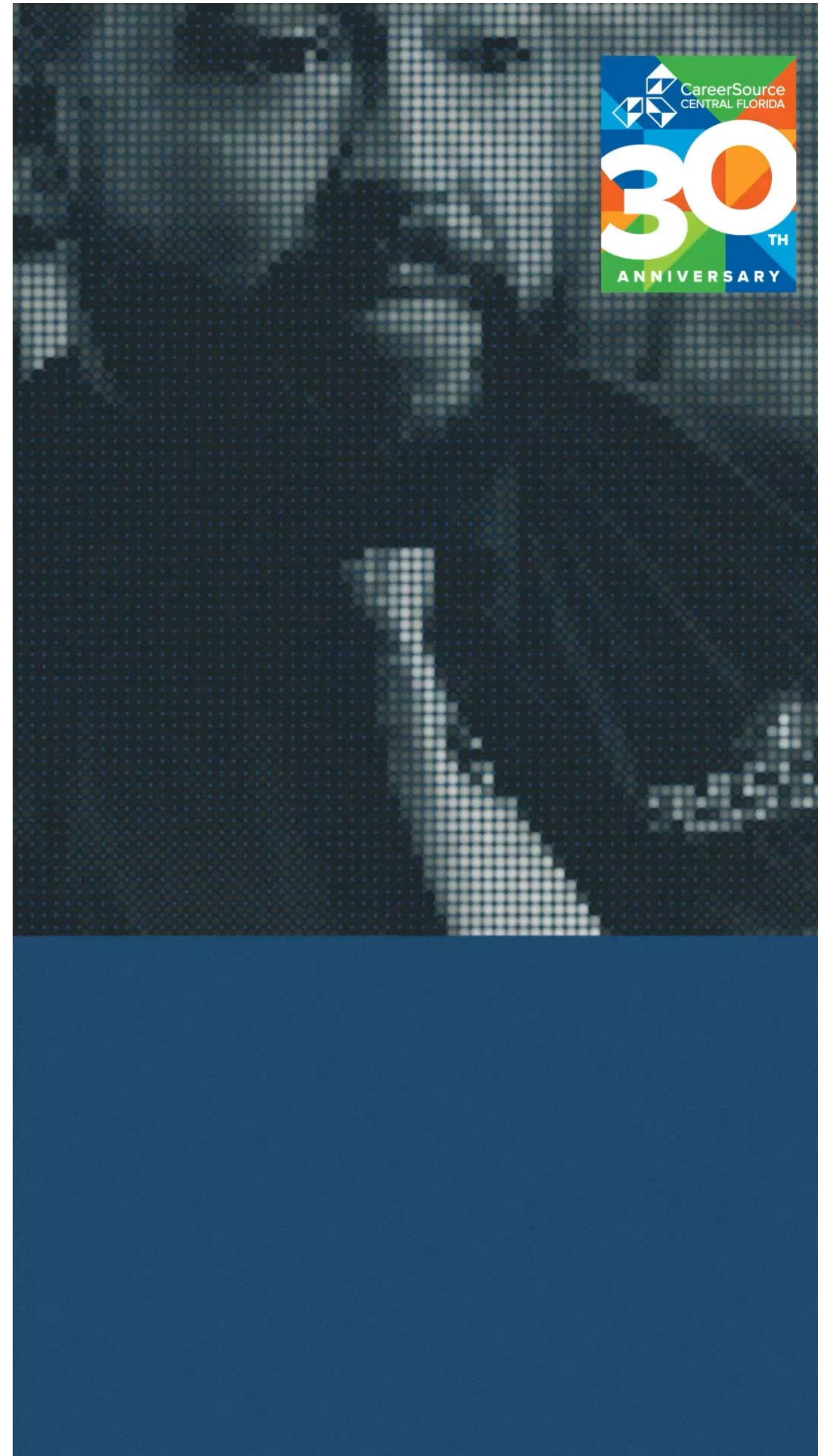
GOALS

- Launch and execute the 12-month 30th Anniversary campaign
 - Internal launch late August; external launch on September 30
 - Support campaign-related development goal of \$300k
 - Reach and engagement metrics for 30th Anniversary social content
 - On Success Story features, achieve an average engagement rate of 8% and average reach per post of 30k impressions.
 - On Mission Moment content, obtain reshares from every participating board member and employee, achieve average engagement rate of 8% and average reach per post of 30k impressions.

30th Anniversary Celebration Update



30th Anniversary Celebration Update



30th Anniversary Celebration Update

Key Moments & Activation

- **Internal Kick-off:** August 21 CSCF Professional Development Day
- **September:** County proclamations; CSCF Board briefing
- **Public Kick-off:** September 30 at Rise & Thrive launch theme and yearlong activation, unveil first-ever CSCF Impact Report
- **Visibility & activation:** Mission Moment videos, Success Stories, Spotlight videos
- **Celebrate & sustain (closeout):** Recognition, reflection, and a forward-looking message that sets direction for the next 30 years.

30 th ANNIVERSARY TIMELINE – Key Milestones	
Key Milestones – First 8 Weeks	Target Date
Internal Rollout at Aug PDD	21-Aug
30 th Anniversary branding goes live across internal platforms	24-Aug
Lake County Proclamation	8-Sep
Seminole County Proclamation	22-Sep
External launch of 30 th Anniversary campaign at R&T	30-Sep
Launch new CSCF website w/ 30 th Anniversary branding	~30-Sep
Mission Moment Board Video #1	12-Oct
30 th Anniversary Success Story Feature #1 – Tyler Lincoln	19-Oct
Mission Moment Employee Video #1 – Dana Smith	26-Oct

30th Anniversary Celebration Update

Community Engagement Committee – Board Activation Role

- **Mobilize** board participation
- **Recognize** member engagement
- **Report** campaign status quarterly



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ADJOURNMENT



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or in person by appointment, in your place of business or at one of our Career Centers.



THANK YOU

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