



What: **Community Engagement Committee Meeting**
When: Monday, August 26, 2019
3:00 p.m. – 4:30 p.m. CareerSource Central Florida
Where: 390 N. Orange Ave., Suite 700, Orlando, FL 32801
Virtual: GoToMeeting (*remote attendees*):
Link: <https://global.gotomeeting.com/join/776640653>
Dial In (Toll Free): 1 (866) 899-4679 or 1 (312) 757-3117 /
Access Code: 776-640-653

<i>Agenda Topic</i>	<i>Presenter</i>	<i>Action Item</i>
1. Welcome	Jody Wood	
2. Roll Call / Quorum Establishment	Kaz Kasal	
3. Public Comment		
4. Action Items	Jody Wood	
A. Approval of Minutes: 5-13-19 Community Engagement Meeting		X
B. Revised Charter Approval		X
5. Information		
A. Strategic Communications Roadmap & Updates 2019-2020	Lisa Burby	
6. Insight		
A. Niche Market Research and Customer Satisfaction	Integrated Insights	
7. Adjournment	Jody Wood	

Upcoming Meetings:

- Board Meeting: 10/3/19, 9:00 am – 10:30 am
Location: TBD
- Community Engagement Committee Meeting: 11/18/19, 3:00 pm – 4:30 pm
Location: CareerSource Central Florida – Admin Office, 390 N. Orange Ave., Suite 700, Orlando



DRAFT
Community Engagement Committee Meeting
Monday, May 13, 2019, 2:30 pm
MINUTES

MEMBERS PRESENT: Jody Wood, John Gyllin, Mark Havard, Sheri Olson, Roger Pynn, Jane Trnka and Wayne Weinberg

MEMBERS ABSENT: Rick Walsh

STAFF PRESENT: Pam Nabors, Mimi Coenen, Lisa Burby, Kristine Concepcion, Anthony Adams and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Ms. Wood called the meeting to order at 2:33 pm.	
2	Roll Call / Establishment of Quorum Ms. Kasal reported quorum present.	
3	Public Comment None offered.	
4	Action Items <u>Approval of 1/14/19 Minutes</u> Reviewed minutes from 1/14/19 Meeting.	Dr. Gyllin made a motion to approve the minutes from the 1/14/19 Community Engagement Committee meeting. Ms. Trnka seconded; motion passed unanimously.
5	Information <u>Strategic Communications Update (attachment)</u> <ul style="list-style-type: none"> Reviewed performance measures – meeting/exceeding in all areas except two areas which involve Human Resources department. Recently hired Ms. Dyana Burke, VP of Human Resources, will be focusing in these areas to include employee satisfaction survey launch. Reviewed internal and external communication activities, board engagement, niche market study, website redesign, customer relationship management platform (CRM), outreach campaigns, and collateral. Reviewed budget updates, Q4 and 2019-2020 priorities and timelines, as well as FY 19-20 budget, which will be reviewed at the 5/21/19 Budget Workshop. 	
6	Insight <u>Board Retreat/North Star Priorities</u> <ul style="list-style-type: none"> Ms. Nabors referenced the artwork/visual summary of the 4/25/19 Board Retreat (attachment). The Committee concurred the Retreat was very interactive and engaged in a more cohesive and focused way. The Board identified attributes of the “CareerSourcer” culture as CSCF rejuvenates and repositions its vision towards the future (2025). 	
7	Adjournment <ul style="list-style-type: none"> Meeting was adjourned at 3:58 p.m. 	

Respectfully submitted,
Kaz Kasal

RETURN TO AGENDA



CareerSource Central Florida Community Outreach and Engagement Committee Charter

Purpose (19-20 new):

The Committee reports to the Board of Directors and is charged with developing and recommending strategies to ensure:

1. CSCF talent solutions are aligned with strategic stakeholders: community, civic and economic development organizations.
2. Outreach and engagement efforts are conducted to inform the public and businesses on services and initiatives.
3. Media is used effectively for outreach and information to engage the community in CSCF talent solutions.
4. The business community is engaged and satisfied with CSCF targeted strategies and services.

Responsibilities:

- Provide guidance and counsel on communication and outreach initiatives, consistent with the Board's strategic plan, aimed towards community, civic and economic development organizations.
 - Metric: Measure level of stakeholder involvement and knowledge of the organization's programs and services annually through a community organization survey. Goal to achieve more than 80% awareness level.
- Update and recommend the CSCF outreach and engagement plan to the Board of Directors annually. Vet initiatives for regional outreach and engagement activities aimed at targeted stakeholders that utilizes all methods, including social media and non-traditional formats, to showcase the brand and demonstrate its unique value proposition.
 - Metric: Updated plan approved by CSCF Board of Directors once annually.
- Track and assess media engagement and outreach targeted towards customer leads -both business and career seeker.
 - Metric: Through consistent tracking measure media impressions, social media reach and engagement and number of consumer leads. Conversion target for business/career seeker customers TBD
- Provide insight regarding the Central Florida business community and climate to ensure that targeted sector business needs are addressed throughout CSCF outreach strategies.
 - Metric: Measure the level of business satisfaction with CSCF workforce solutions quarterly to achieve an 80% satisfaction rating.

Skills/Expertise/Requirements:

- Experience as a board member OR regional subject matter expert in marketing, public relations, media, government relations, and/or communications.
- Commitment to attending and participating in committee meetings scheduled 4 to 6 times per year and being a part of the agency's communication efforts to the greater community.

Structure:

- Membership of the Committee consists of Board members and community subject matter experts; the Board Chair appoints all Committee members.
- The Committee Chair is appointed by the Board Chair and is responsible to report on the Committee activities at the full Board meeting.
- Agenda and minutes are kept and published on the CareerSource Central Florida website and supplied to committee members via email one week prior to meetings.

STRATEGIC COMMUNICATIONS

AUGUST 26, 2019

ACCOMPLISHMENTS 2018-2019

ACCOMPLISHMENTS: 2018 – 2019

Communications

INTERNAL:

- ✓ Established New Team & Structure
- ✓ Employee Engagement Survey Completed with an 85% Participation Rating
- ✓ Intranet Audit Completed
- ✓ Debuted New Employee Communications Portfolio to Drive Engagement with an Average Open Rate of 61% & 41% Click Thru Rates; Higher than Industry Averages



EXTERNAL:

- ✓ Implemented Proactive Media Strategy that Garnered Nearly 400 Mentioned Reaching 9.4M Impressions with the Majority of Coverage Neutral or Positive
- ✓ Implemented Master Narrative Across Communication Channels to Drive Consistent Messaging



BOARD OF DIRECTORS:

- ✓ Launched Board Engagement Strategy which Generated a 46% Engagement Rating
- ✓ Debuted *The Board Source* Earning Average Open Rates of 51% and Click Thru Rates of 30%; Higher than Industry Averages



ACCOMPLISHMENTS: 2018 – 2019

Marketing Outreach



- OUTREACH:
 - ✓ Launched 3 Omni-Channel Campaigns:
 - ✓ Construction:
 - Generated over Digital 302k impressions; 309 Leads
 - ✓ Youth:
 - Captured 2,220 Applications to Drive an 83% Participation Rate Increase Year-over-Year
 - 235 leads and 280 business leads = 40% conversion rate
 - Nearly 500,000 Impressions Received from almost 100,000 Youth/Parents for \$12.77 CPM (cost per 1,000 impressions);
 - Targeted Ads to Young Adults Had 0.41% Click Thru Rate and \$2.86 Cost Per Click
 - ✓ Project Restore:
 - Broadcast and Digital Outreach Generated 1.45M and Nearly 100k Impressions Received, Respectively
 - ✓ Participated in 28 Community Sponsorships
- BRAND MANAGEMENT:
 - ✓ Brand Audit Completed
 - ✓ Creative Assets Developed for Programs and Centers
 - ✓ Analytical Scorecard Developed
 - ✓ Conducted Qualitative / Quantitative Research to Inform Ops & Mar-Com
 - Niche Market Research & Customer Satisfaction
- DIGITAL:
 - ✓ Launched Phase 1 of CRM
 - ✓ Social Media Strategy Analyzed
 - ✓ Completed Website Audit with Refresh Underway

CSCF BRAND AUDIT

Marketing Outreach

WHAT'S WORKING WELL

- Staff Use of Workforce Required Programmatic Documents (ex: SNAP, WT, Veterans)
- Staff Engaging Strategic Communications for Brand Support, Majority of Time
- When New Collateral Developed, Staff Adopts Consistently

OPPORTUNITIES

- Increase Staff Awareness about Brand to Reinforce Purpose
- Refresh Career Centers
 - Increase First Impression Experience
 - Decrease Paper & Clutter
 - Enhance Visual Creative to Showcase Successes and Customer Journey
- Simplify and Drive User-Friendly Messaging: Verbal/Written
- Develop Cohesive Process for Replenishment

+880 Documents
in Use

NEXT STEPS

- Conduct Brand Training
- Initiate Brand Portal to Contain Approved Collateral and Drive Efficient Ordering Process
- Develop New Collateral for All Programs to Eliminate Staff Creating their Own
- Eliminate Use of Workforce Language
- Minimize Quantity of Hard Copy Available to Customers
- Implement Strategy to Showcase Community Alliances / Partners More Cohesively at Career Centers



THE SOURCE AUDIT – CSCF INTRANET

STRENGTHS

- Easy Access – Mobile or Desktop
- Relevant Content
- What's In It For Me? Benefit Information Valuable
- Enjoy Success Stories
- "In-action" Photography

OPPORTUNITIES

- Drive Staff Engagement
- Content Updates More Frequently for All Department Pages
- Improve Navigation – User-Friendly to Find Forms & Info
- Less Clicks to Read Full Stories on Home Page
- Centralized Library for Easy Access to Policies and Procedures

RECOMMENDATIONS

- Form New Cross-Functional 'Source Team' with De-Centralized Management
- Enhance Home Page to Increase Engagement and Enable Staff Comments
- Advertise 'Your Voice Matters' More Prominently
- Add Messages or 'article' from Key Leaders and *Committee Chairs*

The screenshot displays the CareerSource Central Florida intranet homepage. At the top, the logo and tagline "We Help Change People's Lives. Transform Businesses and Create More Prosperity for Our Community." are visible. The main content area is divided into several sections:

- News from The Source:** A section with a "See all" link. It features a post titled "Last Call! CareerSource for Shirts!" with a photo of two people wearing blue and black shirts. The post mentions that complimentary CSCF logo shirts are available until August 30.
- Employee Handbook and Code of Conduct Training Sessions:** A section with a "See all" link. It includes a table of training sessions for various locations and dates.
- Goal Setting Updates:** A post titled "Goal Setting Updates" mentioning the SMART goals audit.
- New Employee Handbook and Code of Conduct Training:** A post titled "New Employee Handbook and Code of Conduct Training" reminding staff to mark their calendars.
- Please Help with Time Sheet Deadlines:** A post titled "Please Help with Time Sheet Deadlines" reminding staff of payroll deadlines.
- New Blanket Authorization for Travel Expenses:** A post titled "New Blanket Authorization for Travel Expenses" mentioning the Lake County Workforce Task Force.
- Lake-Sumter Grand Opening:** A section with a photo of a group of people and a link to "Click to view photos".

8/26 - Lake County	8/30 - Seminole
Group 1: 9:30 - 11:00 a	Group 1: 9:30 - 11:00 a
Group 2: 2:00 - 3:30 p	Group 2: 2:00 - 3:30 p
8/28 - West Orange	9/4 - Alachua
Group 1: 9:30 - 11:00 a	Group 1: 9:30 - 11:00 a
Group 2: 2:00 - 3:30 p	Group 2: 2:00 - 3:30 p
8/29 - Southeast Orange	9/5 - Ocala
Group 1: 9:30 - 11:00 a	Group 1: 9:30 - 11:00 a
Group 2: 2:00 - 3:30 p	Group 2: 2:00 - 3:30 p

2019-2020 ROADMAP

STRATEGIC COMMUNICATIONS

2019-2020 GOALS

Board
Priorities

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

**DELIVER TALENT
SOLUTIONS TO
IGNITE POTENTIAL**

**DELIVER TALENT
ACQUISITION STRATEGIES
FOR BUSINESSES IN SIX HIGH
GROWTH INDUSTRIES**

Strategic
Communication
Goals

Execute a comprehensive messaging and outreach strategy to attract and secure new CSCF donors / sponsorships.

Debut a new CSCF website in alignment with north star vision to increase brand awareness and customer engagement

Launch a lead generation strategy and cohesive lead process to deliver new leads for the business services team.

Key Performance
Indicators

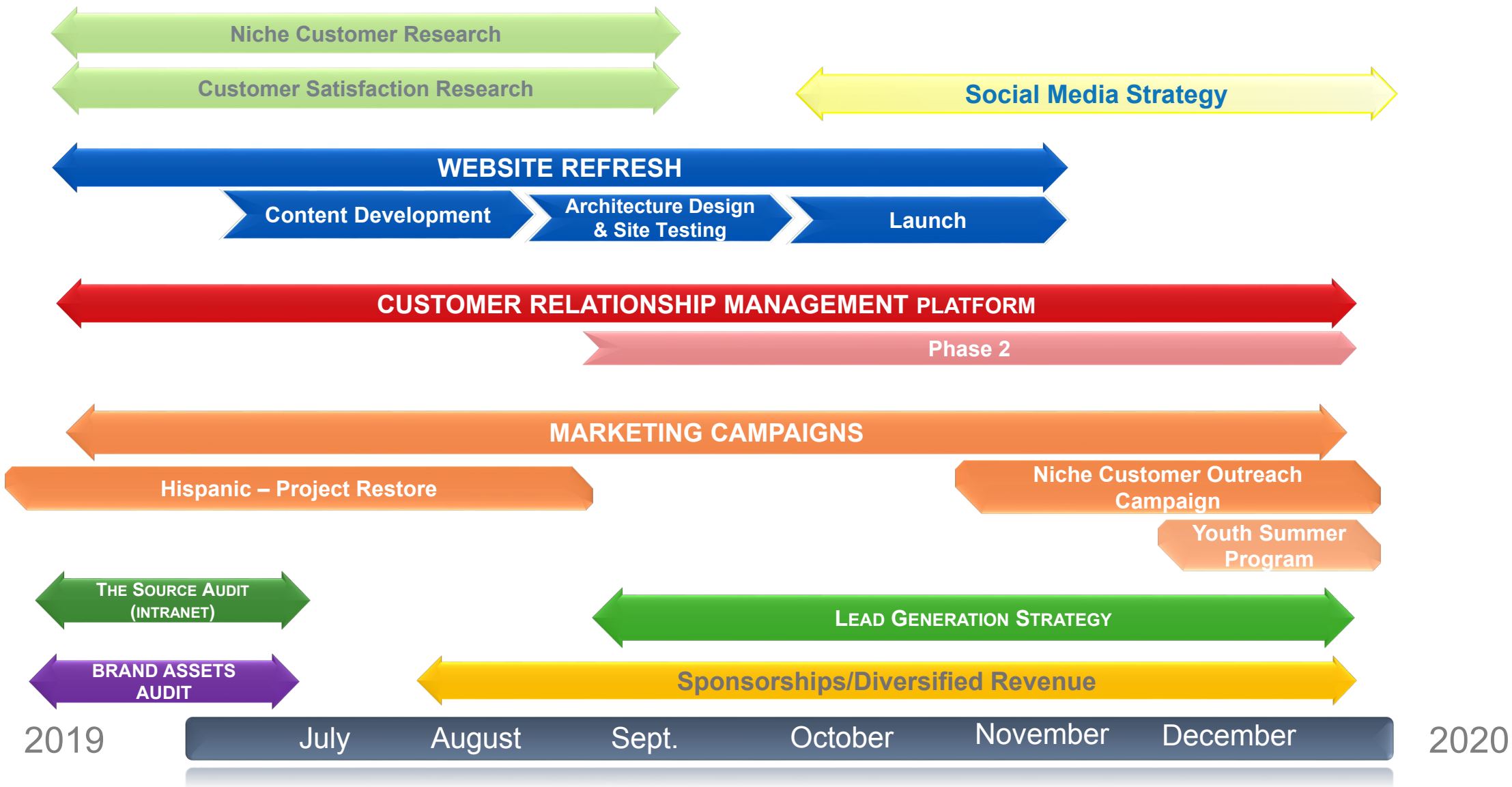
Key Performance Indicators:

✓ *Secure 5 Sponsorships to
Generate Diversified Revenue*

✓ *Website traffic increases
by more than 25%*

✓ *15% increase in new businesses
served = 600 leads in New HGI
Businesses*

2019 – 2020 ROADMAP

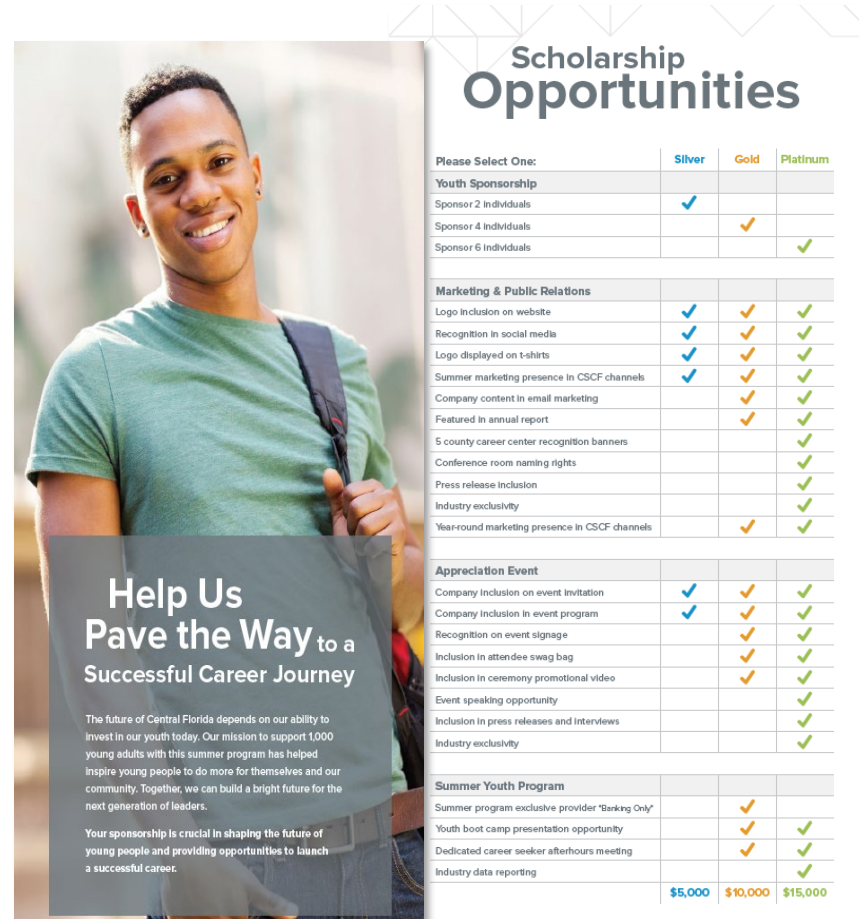


SPONSORSHIPS / DIVERSIFIED REVENUE

Messaging and Outreach Plan

In Development

- Developed Sponsorship Package
- Craft Outreach Plan
 - Identify Leads
 - Set Meetings
 - Board Engagement



Scholarship Opportunities

Please Select One:

	Silver	Gold	Platinum
Youth Sponsorship			
Sponsor 2 Individuals	✓		
Sponsor 4 Individuals		✓	
Sponsor 6 Individuals			✓
Marketing & Public Relations			
Logo inclusion on website	✓	✓	✓
Recognition in social media	✓	✓	✓
Logo displayed on t-shirts	✓	✓	✓
Summer marketing presence in CSCF channels	✓	✓	✓
Company content in email marketing		✓	✓
Featured in annual report		✓	✓
5 county career center recognition banners			✓
Conference room naming rights			✓
Press release inclusion			✓
Industry exclusivity			✓
Year-round marketing presence in CSCF channels		✓	✓
Appreciation Event			
Company inclusion on event invitation	✓	✓	✓
Company inclusion in event program	✓	✓	✓
Recognition on event signage		✓	✓
Inclusion in attendee swag bag		✓	✓
Inclusion in ceremony promotional video		✓	✓
Event speaking opportunity			✓
Inclusion in press releases and interviews			✓
Industry exclusivity			✓
Summer Youth Program			
Summer program exclusive provider 'Banking Only'		✓	
Youth boot camp presentation opportunity		✓	✓
Dedicated career seeker afterhours meeting		✓	✓
Industry data reporting			✓
	\$5,000	\$10,000	\$15,000

Help Us Pave the Way to a Successful Career Journey

The future of Central Florida depends on our ability to invest in our youth today. Our mission to support 1,000 young adults with this summer program has helped inspire young people to do more for themselves and our community. Together, we can build a bright future for the next generation of leaders.

Your sponsorship is crucial in shaping the future of young people and providing opportunities to launch a successful career.

WEBSITE REDESIGN

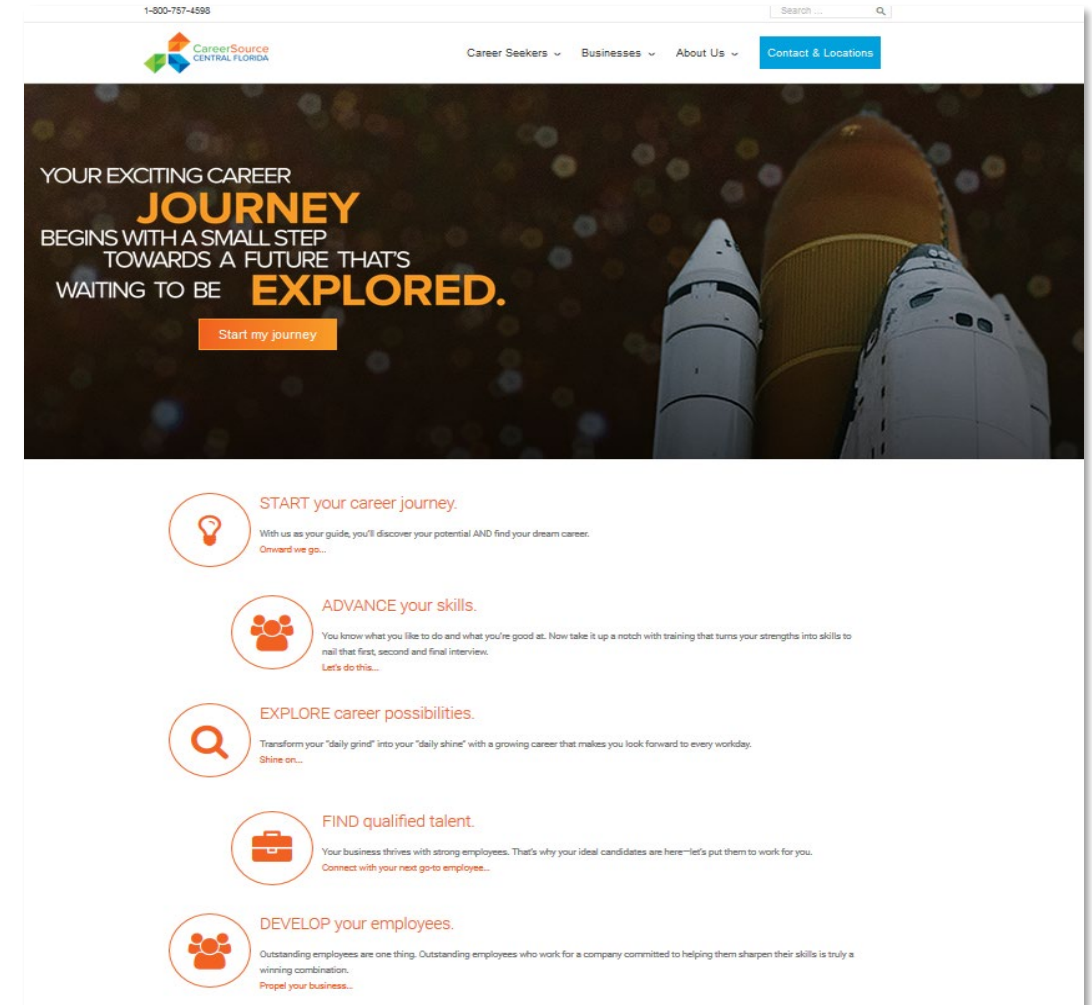
Site Redesign Roadmap

Content in Development

Design & Site Testing

Q2 Launch

- Commissioned Copywriter
- Content in Development to Align with Master Narrative & North Star Vision
- User Testing to Come
 - ✓ Community Engagement Committee Test Group: Late September



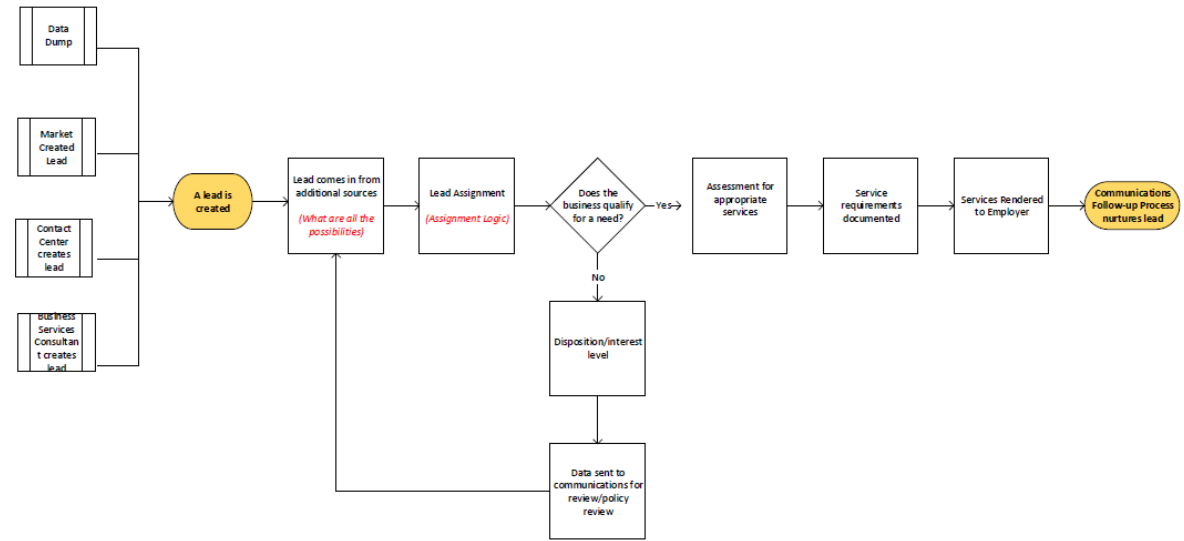
CUSTOMER RELATIONSHIP MANAGEMENT PLATFORM (CRM)

Phase 1
Launched

Phase 2
In Progress

- Launched with Business Services Team
- Phase 2:
 - Adopt Civic, Community and Economic Organizations within CRM
 - Development in Q1 & Q2

LaunchpadCRM



MEASURES OF SUCCESS

Key Performance Indicators (KPI) Development

Leads & Conversion Rates



Analytics



Customer Satisfaction (Career & Businesses)



Engagement



Traditional & Non-Traditional Media Coverage



Content Marketing



Revenue Diversity



- Lead Generation Process In Development – Complete by Q4
- Secure Sponsorships & Diversify Revenue
- Consistently Deliver Metrics Companywide
- Google Analytics for Website to Capture Leads / Conversions
- Conduct Research to Inform Operation, Marketing & Communication Strategies – Complete by Q1
- Website Re-launch – Complete by Q2
- Refresh “The Source” – Complete by Q4
- Website Re-launch – Complete by Q2
- Increase Positive Coverage & Decrease Neutral Coverage
- Implement Social Media Strategy
- Conduct A/B Testing to Drive Better Content
- Messaging and Outreach Strategy Complete by Q2

THANK YOU!

[RETURN TO AGENDA](#)







Research Update





Research Overview

Overall objective: better understand both career-seekers and businesses, and their CareerSource experiences, to better serve them.

	What	Why	How
 <p>Qualitative <i>Used to gain an exploratory understanding of a topic using a small number of interviews. Develops ideas or hypotheses for quantitative research (surveys).</i></p>	Career-Seeker Interviews	Inform satisfaction survey development	Interview 12 center visitors + 7 non-visitors
	Business Interviews	Inform satisfaction survey development	Interview 10-12 businesses
 <p>Quantitative <i>Generates numerical data that can be used to quantify and generalize attitudes, opinions, experience, behaviors, etc. and profile a particular segment/audience.</i></p>	Career-Seeker Niche Segment Survey	Profile the niche career-seeker	Online survey with 600 CFL residents fitting niche profile
	Career-Seeker Satisfaction Survey	Quantify the CS career-seeker experience	Email survey to CS database
	Business Satisfaction Survey	Quantify businesses' CS experience	Email survey to CS database

Where We're At

Interviews		Conduct Interviews	Deliver Topline Results	Deliver Full Report		
	Career-Seekers	✓	✓	Aug. 30 (combined with businesses)		
	Businesses	✓	✓	Aug. 30 (combined with career-seekers)		
Surveys		Develop Survey	Survey Approved	Program and Test	Field	Full Report
	Niche Segment	✓	✓	✓	✓	Sept. 23
	Career-Seeker Satisfaction	✓	✓	Aug. 27		
	Business Satisfaction	Aug. 30				

A photograph of two women sitting at a white round table in a bright room with large windows. The woman on the left, with long brown hair and wearing a light pink top, is smiling and looking towards the other woman. The woman on the right, with dark curly hair and wearing a blue top, is seen from the back. The background shows a cityscape through the windows.

Interview Results (Preliminary)

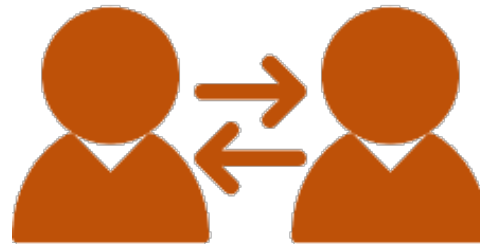
Career-Seeker Interviews: Center Visitors

Overall Experience



Overall experience in the centers and with CareerSource is generally very positive.

Staff/Contact Experience



Visitors have an excellent experience with the staff.

Process Experience



Follow-up interactions can be hit or miss, depending on the career-seeker's objective.

Career-Seeker Interviews: Non-Visitors

Awareness of Services



Some lack awareness of the centers in general, or what services they specifically provide.

Website Challenges



Website usability challenges are a common theme.

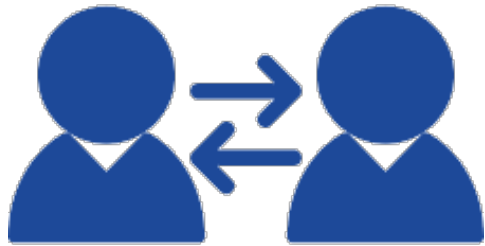
Perceptions of the “CareerSource Customer”



“White collar” career-seekers perceive CareerSource is not “for someone like me.”

Business Interviews

Staff/Contact Experience



Experience with the CareerSource staff is generally positive.

Applicant/Candidate Experience



Businesses often have more negative experiences than positive ones with candidates.

Marketing/Communication



Businesses desire more communication and also suggest more marketing.

A close-up, shallow depth-of-field photograph of a person's hands typing on a laptop keyboard. The hands are in sharp focus, while the background is blurred. The person is wearing a grey sweater. The laptop is silver, and the keyboard is black with white lettering. The screen of the laptop is visible on the left, showing a colorful abstract pattern.

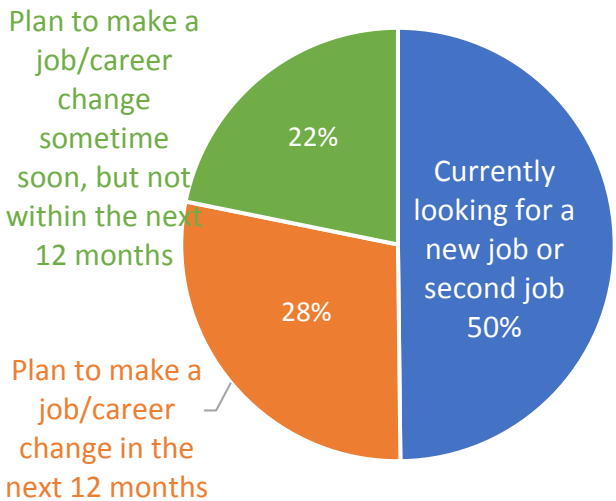
Niche Survey Results (Preliminary)

Niche Segment Survey: Background

- Preliminary results
 - Fielding with second sample provider to get supplemental sample-size for deeper data cuts
 - Currently have ~300 responses, with proportional distribution across the five counties
- Survey available in Spanish
- Targeted the prospective CareerSource niche customer:
 - Ages 22-44
 - Currently or will be in the job market (currently seeking employment or planning a job/career change)
 - Some previous work experience (i.e., not first-time job seekers)
 - Moderate education level (at least a high school/GED degree but exclude those with 4-year degrees or higher)

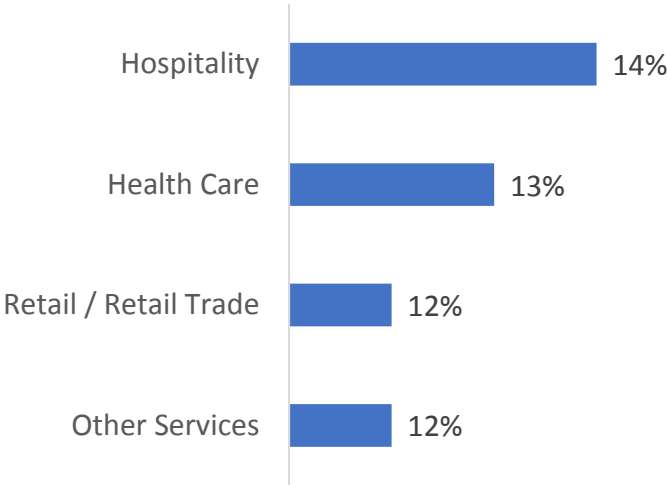
Niche Segment Survey: Profile

Employment Status



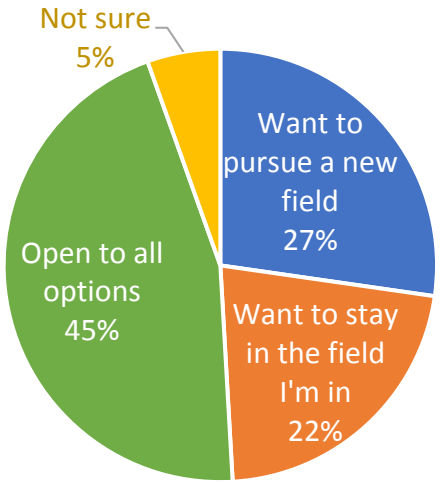
**Similar distribution among those who are currently employed*

Top Industries
All others 6% or less



**40% consider themselves under-employed*

Industry Goals

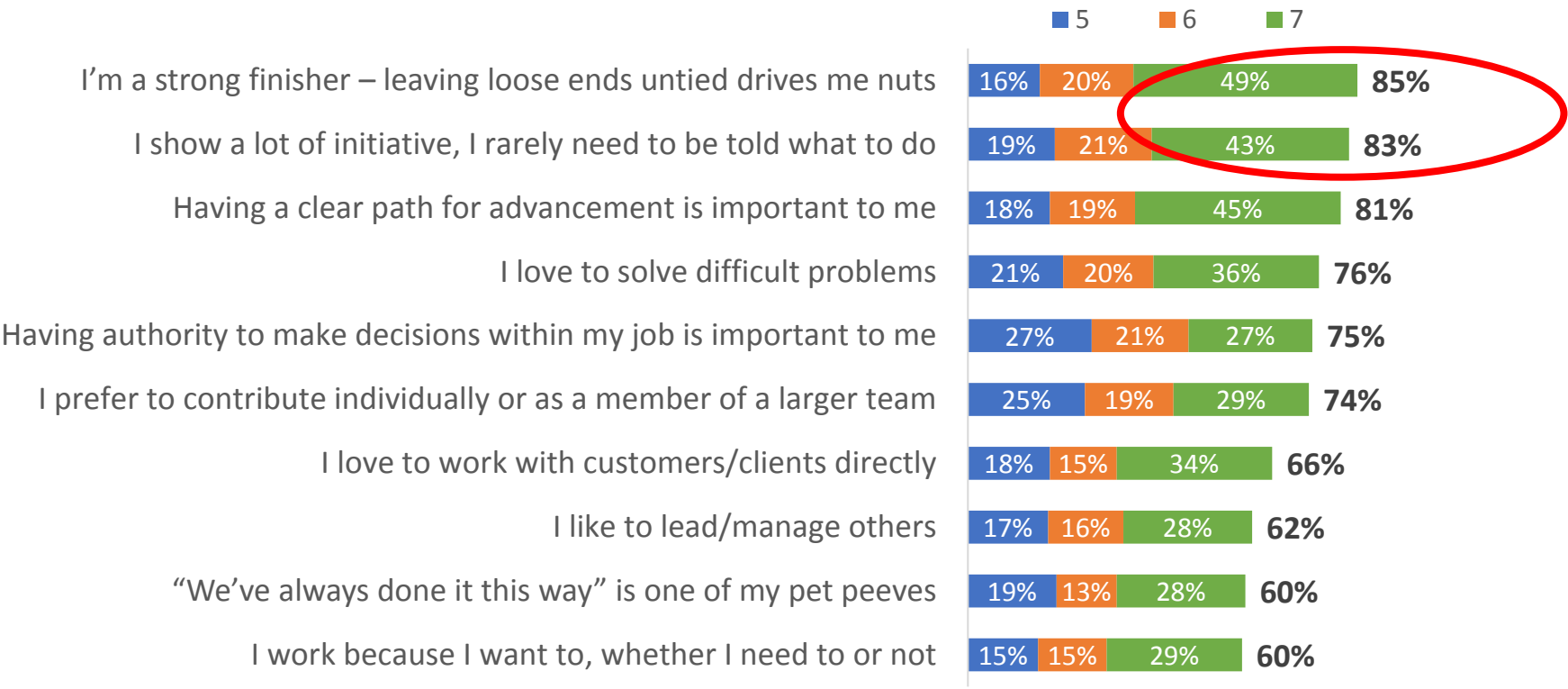


Numbers/Results are preliminary

Niche Segment Survey: Psychographics

Self-Described Behaviors and Attitudes

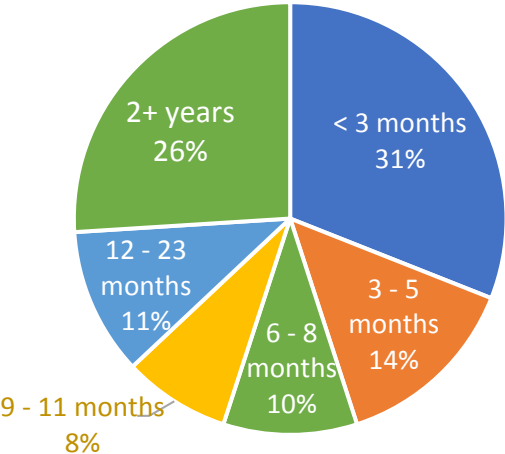
Percent rating 5-7 on 7 point scale (1=Strongly disagree, 7=Strongly agree)



Numbers/Results are preliminary

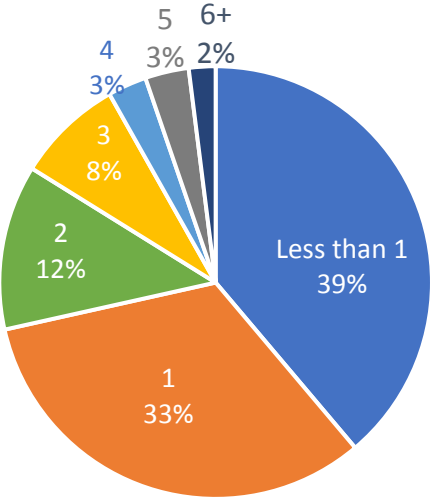
Niche Segment Survey: Career Search

How Long Unemployed
Among those unemployed



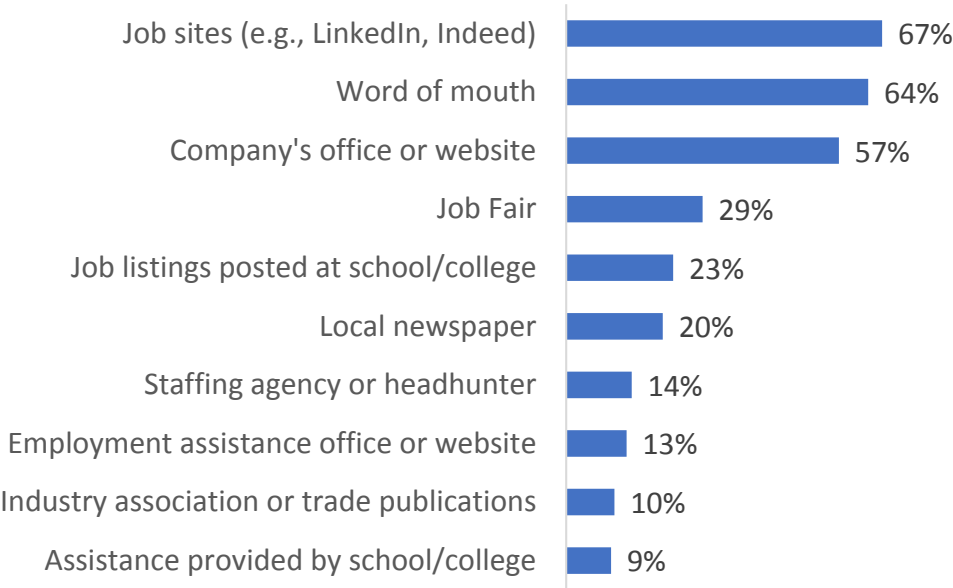
**One-fourth of those currently unemployed have been so for over two years*

Expected Months for Job Search
(From submitting applications to receiving an offer)



**Almost 3 in 4 expect it to take one month or less to go through the process, from application to offer*

Sources Used

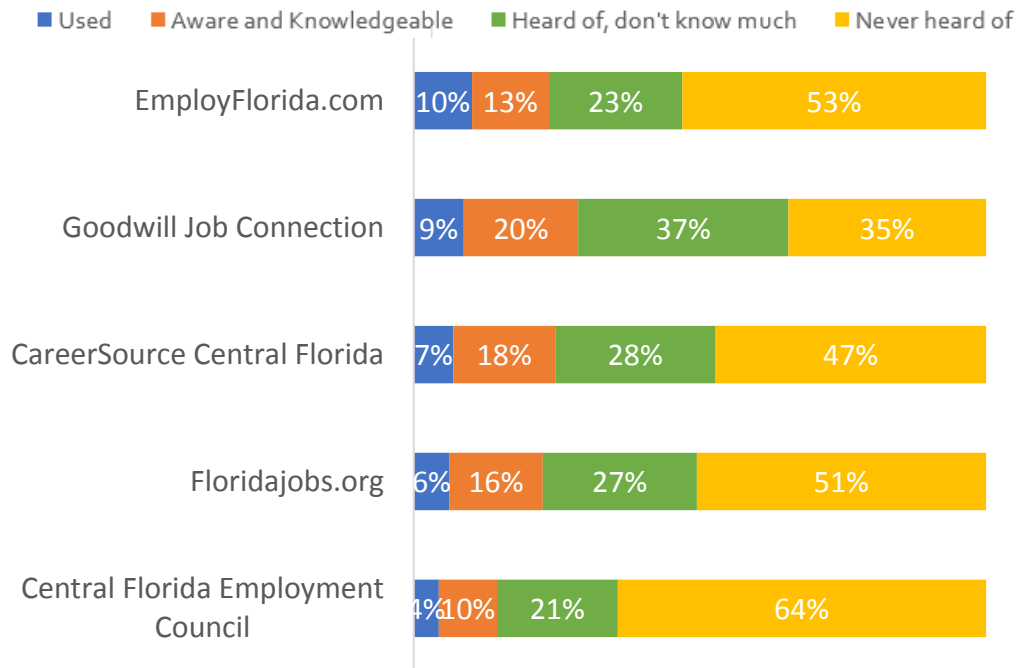


**Among those who use job websites, Indeed is the most popular at 87%. Others are 48% or less. EmployFL.com is 11%.*

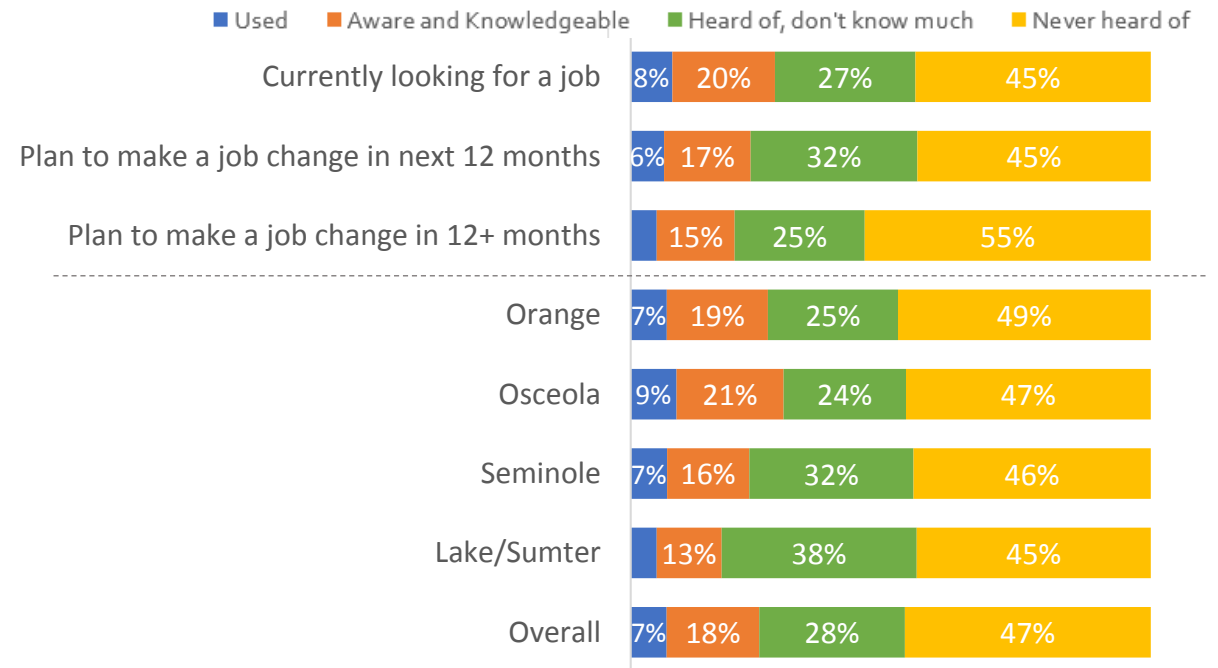
Numbers/Results are preliminary

Niche Segment Survey Preliminary Findings: Career Search

Local Resource Awareness



CareerSource Awareness By Segments



Numbers/Results are preliminary

Niche Segment Survey: Job Search Behaviors

How Often They Do the Following During Job Searches



Numbers/Results are preliminary

Immediate Next Steps



Finish programming career-seeker satisfaction survey (Aug. 28)



Deliver draft of business satisfaction survey (Aug. 30)



Deliver full report for career-seeker and business interviews (Aug. 30)



Deliver full report for niche segment survey (Sept. 30)



Deep dive / work session with working team on results (TBD)