



COMMUNITY ENGAGEMENT COMMITTEE

CareerSource Central Florida | 8/29/24
[CareerSourceCentralFlorida.com](https://www.CareerSourceCentralFlorida.com)

ACHIEVEMENT
BEGINS WITH A DREAM.



8/29/24 COMMUNITY ENGAGEMENT COMMITTEE MEETING

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: Thursday, August 29, 2024
3:00 p.m. – 4:30 p.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/81199049638?pwd=qGMjEliGm9awfAOSfGdYT8znlqcuue.1>

Dial In: 1 (929) 205-6099 / Meeting ID: 811 9904 9638 / Passcode: 504148

8/29/24 COMMUNITY ENGAGEMENT COMMITTEE MEETING

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Agenda Item #"	Topic	Presenter	Action Item
1.	Welcome	David Sprinkle	
2.	Roll Call / Establishment of Quorum	Kaz Kasal	
3.	Public Comment	David Sprinkle	
4.	Approval of Minutes A. 5/2/24 Community Engagement Committee Meeting	David Sprinkle	X
5.	Information / Discussion / Action Items A. Introductions/What is your superpower? B. Charter – Annual Review C. 2023-2024 Year-End Recap D. NSF Update E. Website Refresh Timeline Overview <ul style="list-style-type: none"> ○ Homework: Audit Survey coming soon for this committee F. Success Story Naming – Assign committee to recommend potential names for our success stories <ul style="list-style-type: none"> ○ Review research ○ Discussion ○ Action steps G. Youth Perspective Discussion in Community	Committee Discussion	
6.	Other Business	David Sprinkle	
7.	Adjournment	David Sprinkle	



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WELCOME



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ROLL CALL / ESTABLISHMENT OF QUORUM



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PUBLIC COMMENT



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APPROVAL OF MINUTES



Community Engagement Committee Meeting
Thursday, May 2, 2024, 3:00 pm

MINUTES

MEMBERS PRESENT: David Sprinkle, Lindsey LeWinter, Stella Siracuza, Kris Tietig, Amy Santorelli, DeAnna Thomas, Eric Ushkowitz, Dan Ward, and Wayne Weinberg

MEMBERS ABSENT: Gui Cunha

STAFF PRESENT: Emily Kruszewski, Pam Nabors, Tadar Muhammad, Nilda Blanco, Sean Masherella, and 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 3:07 pm. Mr. Sprinkle welcomed below new committee members: <ul style="list-style-type: none"> Ms. Amy Santorelli, AdventHealth, and current Board Member Mr. Dan Ward, Curly & Pynn, non-board committee member Mr. Kris Tietig, Duke Energy, non-board committee member 	
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 4/2/24 Meeting (attachment). 	Mr. Weinberg made a motion to approve the minutes from the 4/2/24 Community Engagement Committee meeting. Ms. Siracuza seconded; motion passed unanimously.
5	Information/Discussion <u>Update on Government Affairs</u> <ul style="list-style-type: none"> Reviewed current solutions to increase connections, collaboration and opportunities with government entities and municipalities across the region (attachment). <ul style="list-style-type: none"> Ms. Blanco, in her new role as Senior VP of Strategic Initiatives, will enhance support to deepen government relations. <u>Community Perception – Future Changes</u> <ul style="list-style-type: none"> Reviewed and discussed the handling of organization adjustments with 20% decrease in next year’s funding. <u>Website Update Timeline</u> <ul style="list-style-type: none"> Reviewed timeline and phases of the website refresh (attachment). 	
6	Other Business None offered.	
7	Adjournment <ul style="list-style-type: none"> Meeting was adjourned at 3:57 p.m. 	

Respectfully submitted,

Kaz Kasal
Executive Board Coordinator

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COMMUNITY ENGAGEMENT COMMITTEE WELCOME!



Welcome to:

Kristin Gray

Community Director

Office of Child & Family Well-Being
Florida Department of Children & Families

COMMUNITY ENGAGEMENT COMMITTEE WELCOME!



Welcome to:
Snak Nakagawa
Program Director, Cenfluence
Florida High Tech Corridor

COMMUNITY ENGAGEMENT COMMITTEE WELCOME!



Welcome to:
Gaby Ortigoni

President

Hispanic Economic Advancement Foundation

COMMUNITY ENGAGEMENT COMMITTEE WELCOME!



Welcome to:

Kristin Williams

Director, Student Success

Crummer Graduate School of Business
Rollins College

COMMUNITY ENGAGEMENT COMMITTEE UPDATE



Vice Chair

Lindsey LeWinter

Executive Vice President, Human Resources

Fairwinds Credit Union



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INFORMATION / DISCUSSION / ACTION ITEMS



COMMUNITY ENGAGEMENT COMMITTEE 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.
- Committee's staff liaison: Vice President of Strategic Communications, Emily Kruszewski. Contact information is cell (407) 868-3284; email ekruszewski@careersourcecf.com

Communications

EOY Highlights & Future Focus



Public Relations Headlines



Generated **244 media** hits across the five regions we serve, reaching more than **204M impressions**.

Top segments ran on **WFTV featuring Pam Nabors** on the state of hospitality and **in the OBJ featuring Nilda Blanco** on the Hispanic workforce in Central Florida.

Award Wins: Elevated CSCF thought leadership with award wins this year, including **OBJ Power Player, OBJ 40 Under 40, Orlando Magazine's 50 Most Powerful**, and a few local Chamber awards.

The Buzz (Social & Marketing)

CareerSource Central Flo...
 Mon 2/12/2024 11:53 am EST

Our Summer Youth Program is back this year and better than ever! 🎉
 Guess what? 14-year-olds can apply thi...

SUMMER YOUTH PROGRAM

EXPLORE
 For 14-15 year olds
 • Earn up to a \$200 incentive
 • Develop skills for the workforce
 • Try out a job shadow for 16 weeks
 • Discover college and career options

ENGAGE
 For 16-18 year olds
 • Earn up to a \$200 incentive
 • Develop training for a specific career
 • Make a resume and apply for jobs
 • Get out there and work!

EXPERIENCE
 For 19-22 year olds
 • Earn \$1000 to \$1500 a week
 • Develop skills for the workforce
 • Gain valuable work experience
 • Potential to earn beyond \$1000 a week



Impressions	28,377
Reach	24,502
Engagements	2,314
Engagement Rate (per Impression)	8.2%



CSCF garnered **204.5K UV to the website this year** (3% increase).

Social Media achieved **a 152% growth with 1,127 posts creating 1.2M impressions and 65.5K engagements** through our revamp launch.

Highlights include:

- Followers: 23.7K 13.5% YoY increase
- 30% increase in new followers compared to previous year
- Increased video views by 76% YoY
- Increased staff engagement by 329% YoY
- 95% positive sentiment
- Engagement Rate: 8% (0.98% industry standard)
- Beginning to track region data (posts, mentions, etc.)

Created and shared **71 marketing emails** for CSCF programs, which resulted in an **average open rate of 17% and increased click-through rate by 2%.**

Brand Boosting Storytelling

Launched a CSCF brand boosting campaign on social media (Seminole, Lake/Sumter and Osceola currently).

Facebook and Instagram

- Click-through rate (CTR) for Employers ad group: 2.83% (average 0.90%)
- CTR for Career Seekers ad group: 2.38% (average 1.01%)

Google Ads

- CTR for Employers ads: 14.86%
- CTR for Career Seekers ads: 13.85%

Internal Communications

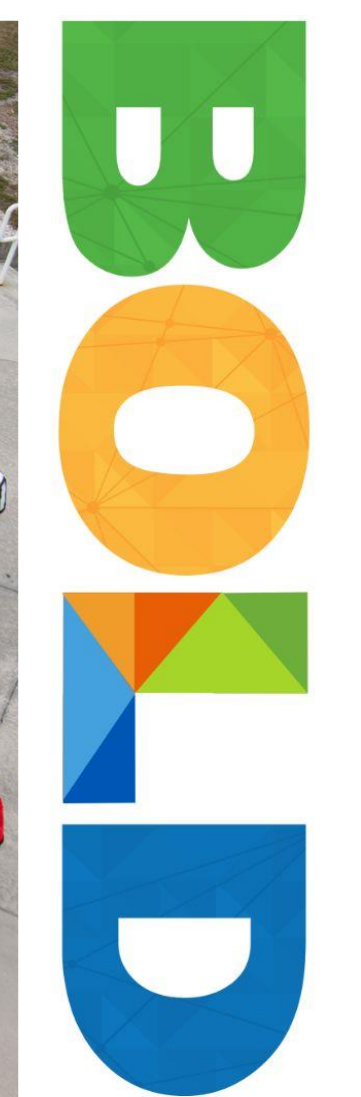
Generated **378 stories with 35,700 views and 10,600 engagement** on the Source with top posts being the **BOLD all-staff event photo gallery & the “We love our CareerSourcers”** valentine video.

NFTS achieved an **average open rate of 55%**.

Staff social engagement was up **38% to 10K and total views up 9% to 35K**.

Launched Digital/TV communications at centers, and monthly **team-building events at Admin**. Continued with texting positive messages.

We are consistently decreasing the number of YVM submissions with only **43 this year** compared to 72 last year and 131 the previous.



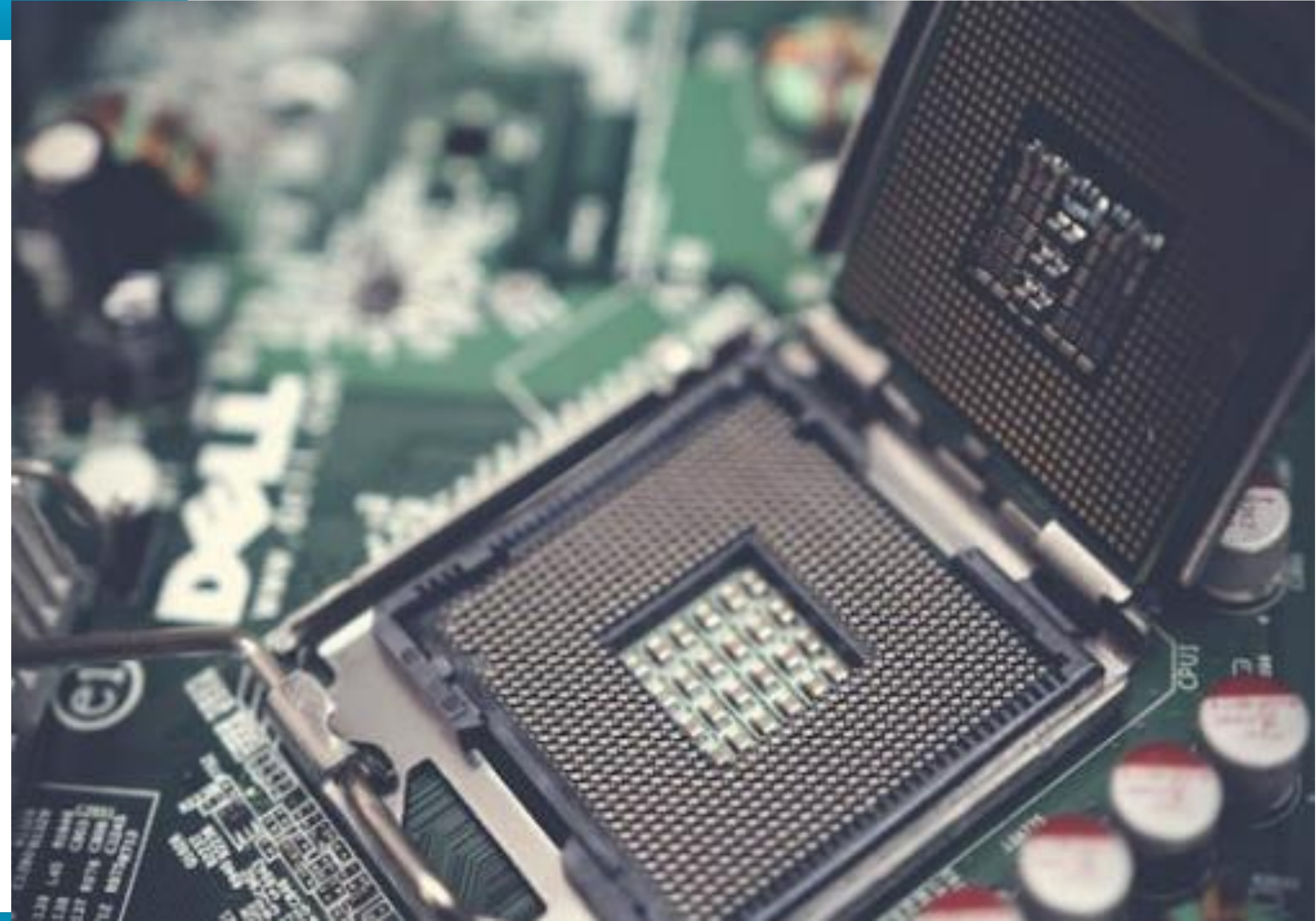
Future Focus

- 1. Grow & boost brand awareness for the organization with a capture, engage and keep approach.**
- 2. Ignite employee engagement by evolving and expanding a BOLD culture.**
- 3. Advance a purpose driven Communications team that innovates and collaborates across the organization.**



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NSF Update





CSCF NEW WEBSITE REFRESH VISION + TIMELINE



Success Story Naming

Recommendations for
CSCF



Research

Workforce Boards

- **Workforce Stars:** Workforce Solutions for North Central Texas (Texas)
- **Success Stories:** New York Association of Training and Employment Professionals (New York)
- **Spotlight Stories:** Workforce Alliance (Kansas)
- **Champions of Workforce:** Workforce Southwest Washington (Washington)
- **Workforce Heroes:** MassHire (Massachusetts)

Non-Profits (Outside of Florida)

- **Community Champions:** United Way Worldwide (Virginia)
- **Hero Stories:** Habitat for Humanity (Georgia)
- **Inspiring Stories:** Big Brothers Big Sisters of America (Pennsylvania)
- **Success Stories:** Goodwill Industries International (Maryland)
- **Champions:** Special Olympics (Washington, D.C.)

Non-Profits (In Florida)

- **Food Heroes:** Second Harvest Food Bank of Central Florida
- **Success Spotlights:** The Able Trust
- **Impact Makers:** Florida Nonprofit Alliance
- **Local Legends:** United Way of Florida
- **Inspiring Individuals:** Easterseals Florida

Other Organizations

- **Microsoft MVPs:** Microsoft
- **Google Developers Experts:** Google
- **Coca-Cola Ambassadors:** Coca-Cola
- **Amazon Stars:** Amazon
- **Dell Champions:** Dell Technologies

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Youth Perception

CSCF Youth





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ADJOURNMENT



CONNECT WITH US



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



THANK YOU

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