

# COMMUNITY ENGAGEMENT COMMITTEE MEETING

Monday, August 31, 2020

# MEETING DETAILS

- Meeting Details
- Meeting Agenda
- Welcome
- Roll Call
- Public Comment
- Approval of Minutes
- Information / Discussion / Action Items
- Insight
- Other Business
- Adjournment

**What:** Community Engagement Committee Virtual Meeting

**When:** Monday, August 31, 2020

1:30 p.m. – 3:00 p.m.

**Where:** Virtual: Zoom Meeting:

**Link:** <https://careersourcecf.zoom.us/j/97985995723?pwd=NVIrWWZMcEVub0Q1Wks3ZEVXNjR0QT09>

**Dial In:** 1 (929) 205-6099 / Meeting ID: 979 8599 5723 / Password: 141687



# 8/31/20 COMMUNITY ENGAGEMENT COMMITTEE VIRTUAL MEETING AGENDA

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Agenda Item	Topic	Presenter	Action Item
1.	Welcome	Jody Wood	
2.	Roll Call / Establishment of Quorum	Kaz Kasal	
3.	Public Comment		
4.	Approval of Minutes <a href="#"><u>5/11/20 Community Engagement Committee Meeting</u></a>	Jody Wood	X
5.	Information / Discussion / Action Items A. Strategic Communications Update B. Community Engagement Committee Charter – Annual Review	Committee Discussion	
6.	Insight		
7.	Other Business		
8.	Adjournment		



# UPCOMING MEETINGS

Meeting Details

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**Board Virtual Meeting**

9/24/20

9:00 a.m. - 11:30 a.m.



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# WELCOME



Meeting Details

Meeting Agenda

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▶ Roll Call

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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**  
**Monday, May 11, 2020, 3:00 pm**

**MINUTES**

**MEMBERS PRESENT:** Jody Wood, Diane Culpepper, John Gyllin, Sheri Olson, Roger Pynn, Jane Trnka, Rick Walsh, Sharron Washington and Wayne Weinberg

**MEMBERS ABSENT:** Christopher Wilson

**STAFF PRESENT:** Pam Nabors, Mimi Coenen, Lisa Burby, Cliff Marvin, Michelle Tincher and Kaz Kasal

**GUESTS PRESENT:** Mark Havard/Board Member; Sara Brady/Sara Brady Public Relations, Inc.

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> Ms. Wood, Committee Chair, called the meeting to order at 3:02 pm.	
2	<b>Roll Call / Establishment of Quorum</b> Ms. Kasal reported quorum present.	
3	<b>Public Comment</b> None offered.	
4	<b>Action Items</b> <u>Approval of Minutes</u> Reviewed minutes from 2/3/20 Meeting (attachment).	<b>Mr. Pynn made a motion to approve the minutes from the 2/3/20 Community Engagement Committee meeting. Ms. Olson seconded; motion passed unanimously.</b>
5	<b>Information</b> <u>Strategic Communications Updates (attachment)</u> <ul style="list-style-type: none"> <li>• Reviewed timeline on CSCF's prompt response to COVID-19 crisis and all communication activities initiated with media, career seekers and businesses.</li> <li>• Biggest challenge has been differentiating CSCF scope of work vs. DEO.</li> <li>• Reviewed CSCF's phased reopening plans - strategic and safety planning underway to include partnering with stakeholders for space to accommodate high volume needing CSCF services.</li> <li>• Reviewed Strategic Communications FY 19-20 Budget vs. Actual. Expecting flat budget for FY 20-21.</li> </ul>	
6	<b>Insight</b> <u>Crisis Communications – Proactive Approach (attachment)</u> <ul style="list-style-type: none"> <li>• Ms. Brady, President, Sara Brady Public Relations, Inc. reviewed proactive strategies to effectively inform and engage media aimed at receiving fair, accurate and balanced reporting about CSCF's efforts and scope of work.</li> </ul> <p>Committee feedback:</p> <ul style="list-style-type: none"> <li>– Include voices from users – testimonials, like Spotlight stories from career seekers and businesses presented at Board meetings.</li> </ul>	<i>Staff to send Podcast link to Committee.</i>



7	<b>Adjournment</b> <ul style="list-style-type: none"><li>• Meeting was adjourned at 4:20 p.m.</li></ul>	
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Respectfully submitted,  
Kaz Kasal  
Executive Coordinator

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# INFORMATION / DISCUSSION / ACTION ITEMS

# Strategic Communications Update

# STRATEGIC COMMUNICATIONS OUTCOMES

June 2019 – June 2020



# PUBLIC RELATIONS OUTCOMES

AUDIENCE REACHED  
**170M**

TOTAL MENTIONS  
**164**

PUBLICITY VALUE  
(ORGANIC PR)  
**\$1.6M**

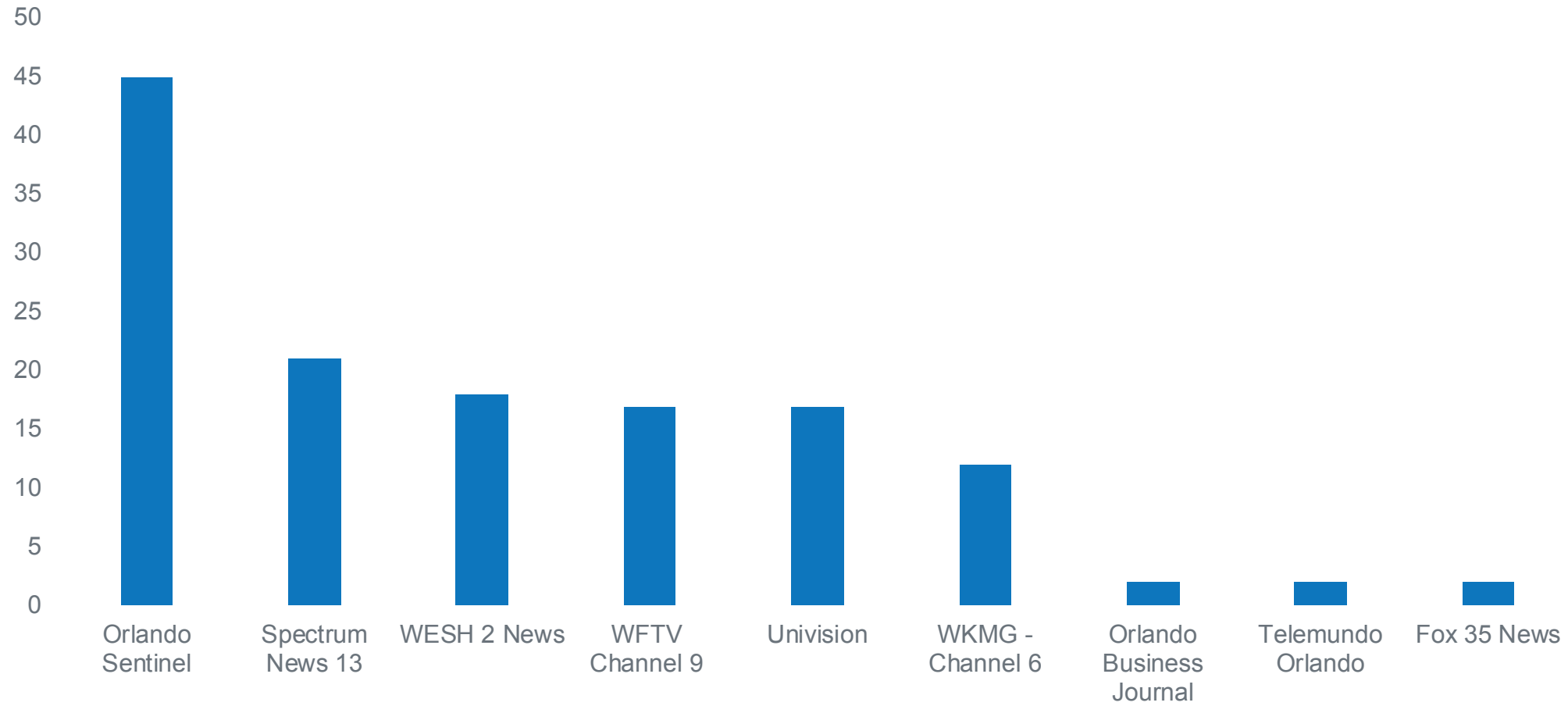
SENTIMENT  
**Positive: 54.95%**  
Neutral: 45.5%



Orlando Sentinel

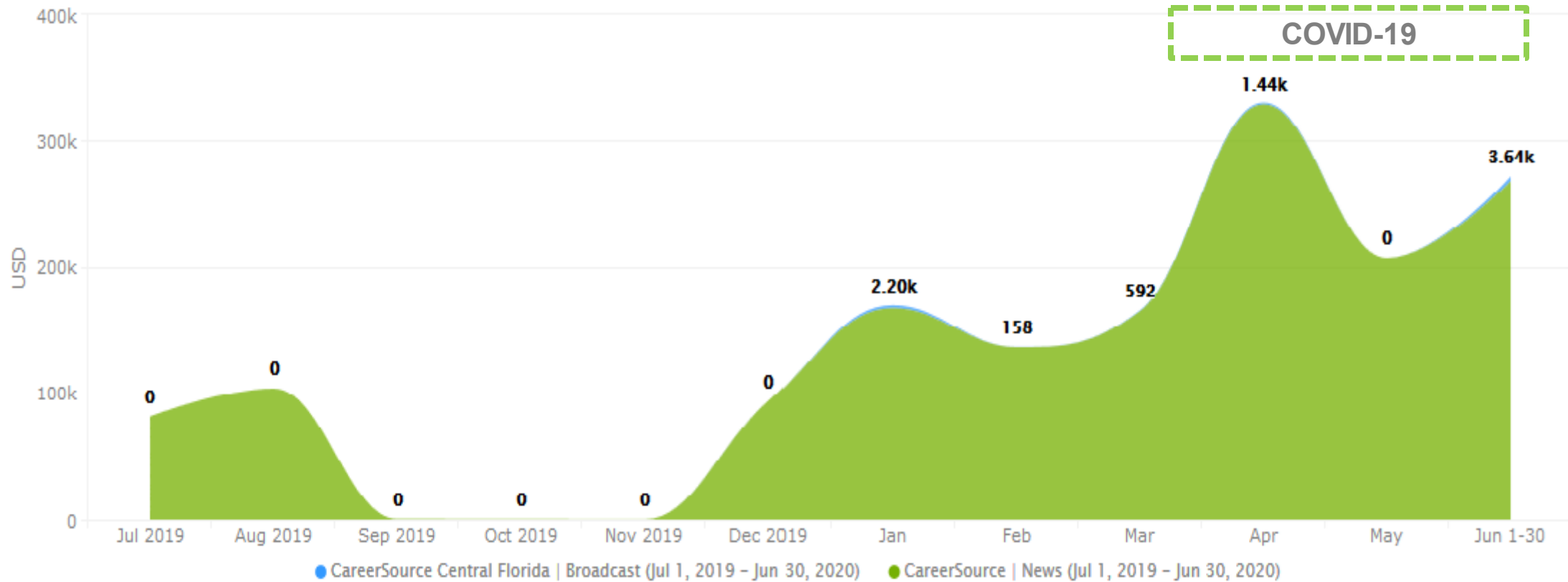


# MEDIA OUTLETS



Number of Stories

# BROADCAST COVERAGE

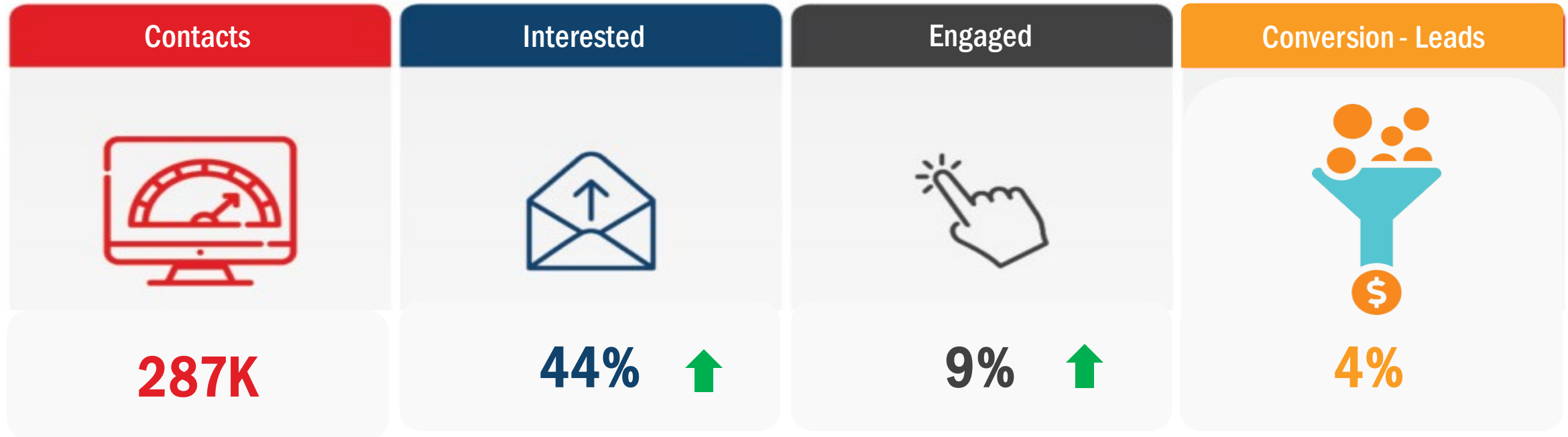


## HIGH IMPACT

- **CSCF Reopening Plans:** WKMG – TV Online, 4M Reach
- **Unemployment Hits Hardest Among Young:** Orlando Sentinel – Print Media, 3.3M Reach
- **How to Find Help Locating Jobs:** WESH 2 – TV Online, 3.2M Reach



# EMAIL MARKETING



- Enhanced Strategies - More Audience Segmentation/Targeting and Engaging Copywriting
- 115 Total Emails Sent
  - More Effective Results
  - Generated Stronger Engagement Compared to Industry Averages  
(Nonprofit industry has highest open rate of 20% and click through rate of 7%)

↑ = Compared to Industry Averages

# EMAIL MARKETING

Highest Interest: Unrelated to COVID-19

## Lake-Sumter Grand Opening



### Lake-Sumter Career Center Grand Opening

It's time to blast off on a new journey. Please join CareerSource Central Florida as we debut our new Lake-Sumter Career Center. Designed to bring talent solutions that ignite the potential for career seekers and businesses, our new center will help inspire people, transform businesses and elevate our Lake and Sumter County communities.

*You're cordially invited* to be a part of our exciting grand opening event featuring a ribbon cutting, unique refreshments and a personalized tour of the center.

[Click Here to RSVP by July 10<sup>th</sup>](#)

## Podcast Launch



### GET ADVICE AND GUIDANCE FROM SUBJECT MATTER EXPERTS WHEN IT MATTERS MOST

CareerSource Central Florida's (CSCF) new podcast, Job Launchpad, covers topics on career journey, talent and recruitment needs of businesses, labor market and overall workforce landscape with subject matter experts in the community.



#### What to do if your job is impacted during the COVID-19 pandemic?

Gina Ronokajiro, CSCF Osceola County Career Center Manager, discusses what you can do if your job has been impacted by the COVID-19 pandemic and the resources available.



# EMAIL MARKETING

## Highest Interest: During COVID-19

### Reopening Plans for Orange & Seminole

Dear Valued Career Seekers,

As the government eases lockdown and the economy begins to rebound from the impact of the COVID-19 pandemic, CareerSource Central Florida is excited to reopen its doors to businesses and customers beginning June 3 at our [Seminole County, Southeast Orange County and Lake County Career Center](#) for limited services only.

#### Osceola County and West Orange County Career Centers

Our Osceola Career Center will reopen when Valencia College opens its campus sometime this summer. The West Career Center on Powers Drive has closed and will reopen at our new location in the West Oaks Mall in August. Career Seekers who live in close proximity to these centers can either make an appointment for support at one of our three career centers currently opened or reach out for virtual services by calling our contact center.

#### In-Person Appointments Only

In an effort to continue stopping the spread of the virus, CSCF will be seeing career seekers **in-person by appointment only between 10 AM to Noon and 1 PM to 4 PM Monday through Friday.**

#### Services Provided at Open Career Centers

- Self Service, Self-Guided Unemployment Activities
- Self Service Computer Access to file for re-employment benefits from the Department of Economic Opportunity (DEO) or to log job search activity/weeks via the DEO CONNECT system once Governor DeSantis reinstates the requirement
- Assist in advancing your skills and/or connecting you to a career opportunity

### Virtual Services

Dear Valued Career Seekers,

CareerSource Central Florida continues to assess the health and safety of our staff and customers due to the impact of the Coronavirus. We are continuing virtual-only services through Friday, April 17. We anticipate resuming in-office services at some of our locations on April 20<sup>th</sup>. CareerSource Central Florida will continue to follow official guidelines of government agencies to keep everyone safe during this crisis. We remain committed to serving career seekers, businesses and the community while navigating this unprecedented time. In the past week alone, we have served 5,000 additional career seekers and nearly 100 businesses.

Our CareerSource Central Florida staff are providing virtual delivery of services during this crisis. Customers can access the [CareerSourceCentralFlorida.com](#) website or call 1-800-757-4598 to schedule a consultation. Career seekers can receive help updating their resumes, learning virtual interviewing skills, updating their LinkedIn profiles or updating their career plans to help support re-entering the workforce. Businesses can receive recruiting support by listing open positions, virtual job fairs, or other recruitment efforts.

More information about our regular services and the support available during COVID-19 can be found via our website [CareerSourceCentralFlorida.com](#) and on the [Coronavirus Support](#) page, which can be accessed from the top navigation bar. The Department of Economic Opportunity (DEO) is the official resources for Re-Employment Assistance at [floridajobs.org](#).

We will continue to keep you informed through a variety of channels; email, social media and our website, and sincerely hope you and your families remain safe at home during this difficult time.

Thank you for your patience and support,

# PODCAST

## TOPICS

What to do if your job is impacted during the COVID-19

Opportunities – Who’s hiring and how can you connect to a job

Interviewing – Top 10 tips on successful virtual interviewing

Online Still Matters – Get tips for updating your LinkedIn profile

Full Virtual Work – Dealing with the COVID-19 Disruption

COVID-19 – Impacting communities and lifestyles

CARES Act – What you need to know about the Coronavirus relief fund

Workforce training in communities

An internship may be your best bet

CSCF Summer Youth Program – Training young adults for meaningful careers



Available on CSCF Website/**Internet, Apple and Google Podcasts, Spotify** and other major directories

Most **Listeners Come From** Orlando / Daytona Beach / Melbourne

## SPECIAL GUESTS

- Jason Siegel, President & CEO of Greater Orlando Sports
- US Representative Daren Soto
- Florida State Senator David Simmons
- Florida State Senator Torres

# SOCIAL MEDIA

Impressions i

**1,716,140**

↘ 2.8%

Engagements i

**46,809** ↗ 78.5%

Post Link Clicks i

**7,449** ↗ 15.7%

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
<b>All Social Channels</b>	<b>16,120</b> ↗ 9.8%	<b>1,499</b> ↗ 29.3%	<b>350</b> ↗ 72.4%	<b>1,716,140</b> ↘ 2.8%	<b>46,809</b> ↗ 78.5%	<b>2.7%</b> ↗ 83.6%



8,440	516	139	1,550,618	42,842	2.8%
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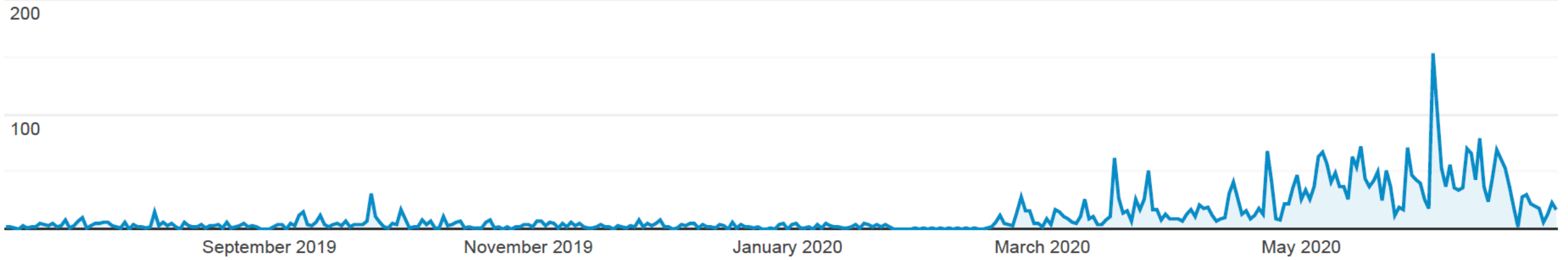
5,542	966	92	47,961	2,675	5.6%
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2,138	17	119	117,561	1,292	1.1%
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# WEBSITE

## SOCIAL REFERRAL SESSIONS

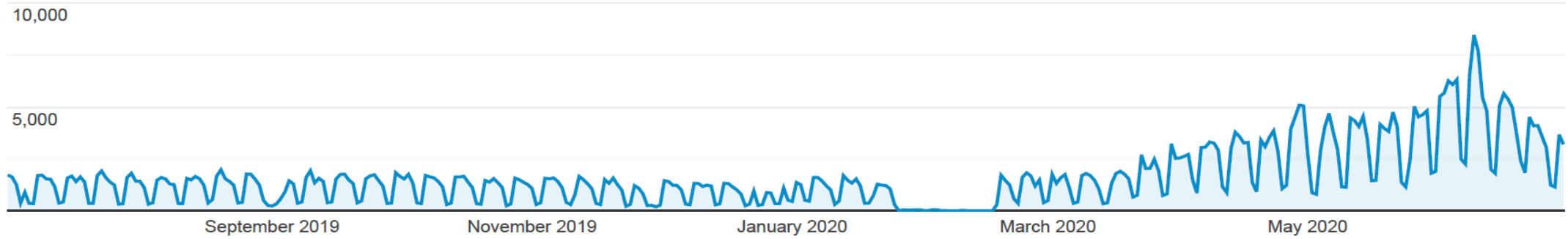


## TOP SOCIAL REFERRALS

1. Facebook
2. LinkedIn
3. Twitter
4. Instagram
5. Yelp
6. YouTube
7. Instagram Stories

# WEBSITE

## PAGEVIEWS



Pageviews  
**588,704**



Unique Pageviews  
**416,334**



Avg. Time on Page  
**00:02:24**



Bounce Rate  
**55.13%**



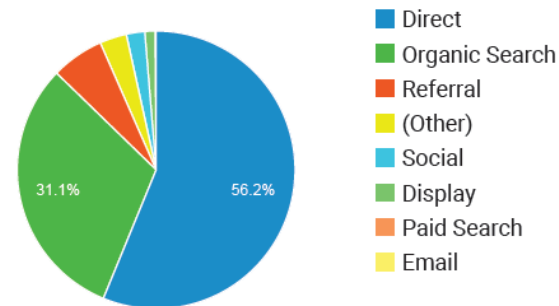
% Exit  
**42.17%**



## VISITORS

1. New Visitor	<b>165,519</b> (83.07%)
2. Returning Visitor	<b>33,728</b> (16.93%)

## TOP CHANNELS



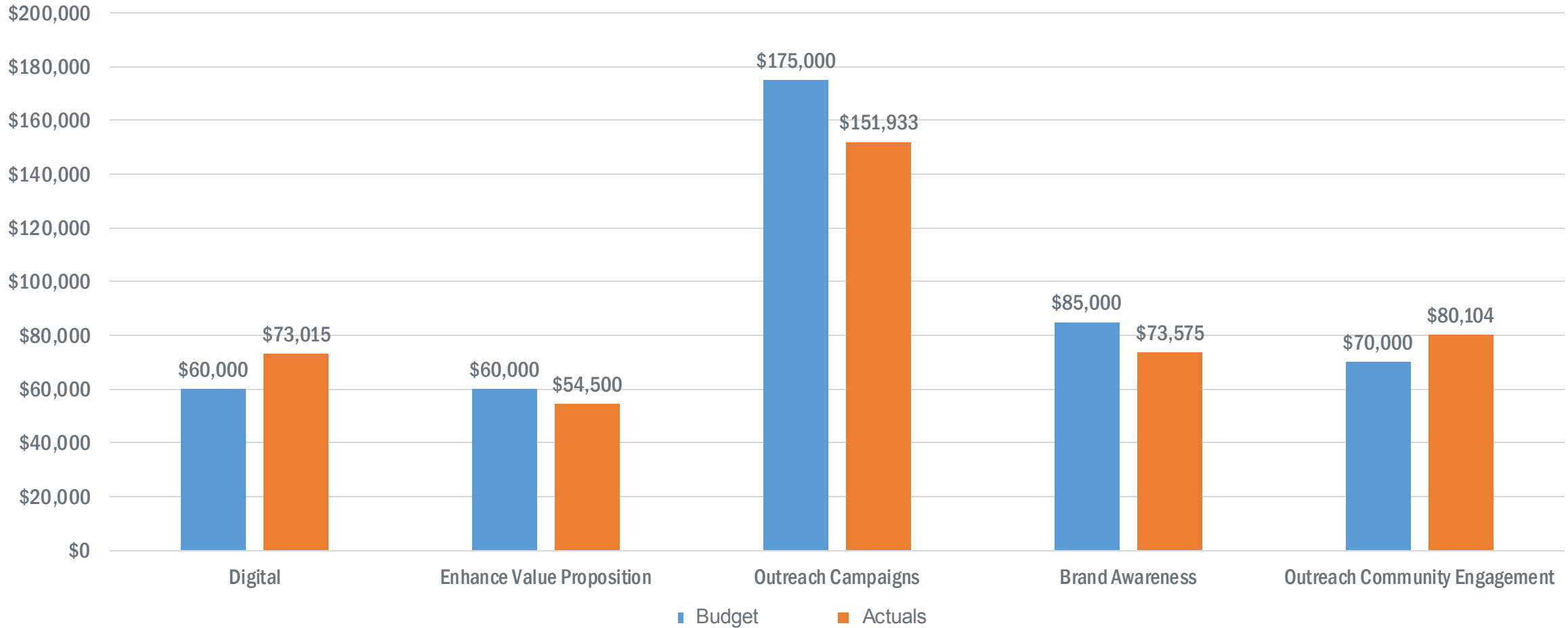
# COVID-19 COMMUNICATION



- **Consistent Communication for CSCF Leadership, Staff and Board of Directors**
  - Newsletters; Email blasts; FAQs; Text Blasts; Announcements; Info Tool Kit
- **DEO Support**
  - Paper Application Distribution; Script for Contact Center; Flyers; Media Inquiries
- **Proactive Media Campaign**
  - Media Message Planning for CSCF-DEO scope of work issue; for Reopening offices
- **Launched Coronavirus Support Page on Website**
  - Hiring Now page; Business Resources; Virtual Services; FAQs & more
- **Email Marketing**
  - Campaigns to Career Seekers; Businesses; Community
- **Social Media Engagement**
  - Content with Call to Action Messages; Fielding Inquiries
- **Debuted Podcast ~ Job Launchpad**



# STRATEGIC COMMUNICATIONS BUDGET

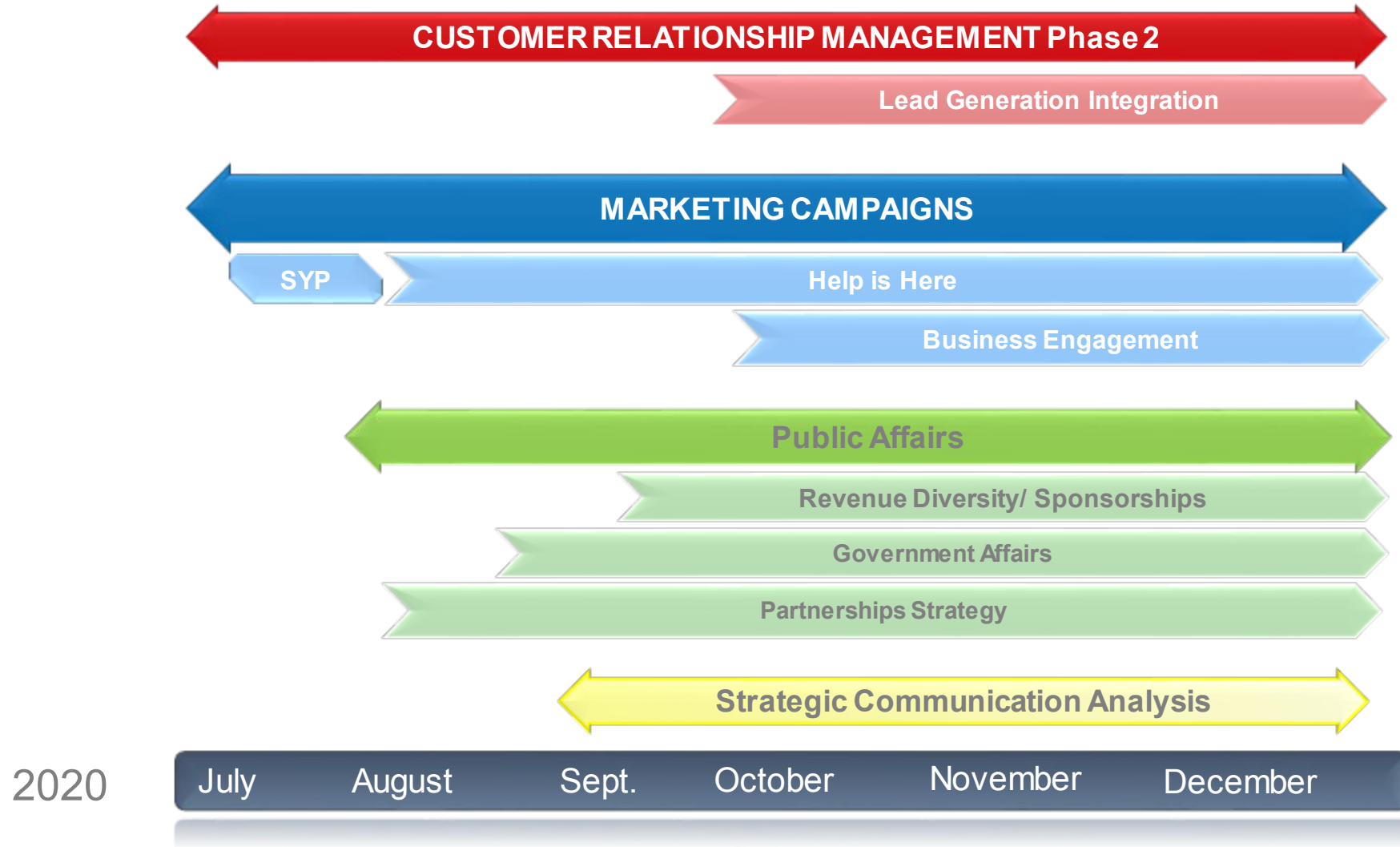


Data: July 1, 2019 - June 30, 2020



# LOOK AHEAD

# 2020 - 2021 ROADMAP



# HELP IS HERE CAMPAIGN

Orange County Residents Call **1-800-757-4598**  
Register at [www.careersourcecentralflorida.com/helpishere/](http://www.careersourcecentralflorida.com/helpishere/)



Home Career Seekers Business About Us Coronavirus Support

CONTACT & LOCATIONS  
(800) 757-4598

## HELP IS HERE FOR OC RESIDENTS

### Has your job been impacted by COVID-19 & you live in Orange County?

We can help, if you've lost your job or your hours have been cut. In partnership with Orange County Florida government, we can get you back on your feet as quickly as possible with the skills and/or training you need to land a career in key industries such as advanced manufacturing, hospitality, construction, finance, healthcare, and trade & logistics.

Up to 4,000 Orange County residents who qualify can receive a variety of customized, complimentary career services that will pave the way to a new career during this challenging time. Don't delay by taking advantage of this opportunity today!

To participate in the Help Is Here for Orange County Residents opportunity, the following minimum requirements must be met.

- Orange County Resident
- 18 years or older
- Unemployed or reduced hours due to COVID-19
- U.S. Citizen or authorized to work in the U.S.

[CLICK HERE TO REGISTER](#)

**Help is here**  
For Orange County Residents

Has your job been affected by COVID-19 & you live in Orange County? We can get you back on your feet!

CareerSource Central Florida can help if you've lost your job or your hours have been cut. Get the skills and/or training you need to land a career in the current job market.

We aim to equip 4,000 Orange County residents with the career tools they need to stay competitive. In partnership with Orange County Florida government, these opportunities are made possible by the CARES Act.

Ignite your potential today by filling out a quick and easy application!

**CAREER SERVICES:**

- ▶ Career Consultation
- ▶ Job Search Preparation
- ▶ Resume Assistance
- ▶ Training Opportunities
- ▶ Internships
- ▶ Apprenticeships
- ▶ Job Placement

VISIT [careersourcecentralflorida.com/helpishere/](http://careersourcecentralflorida.com/helpishere/) to start your journey.



# PUBLIC AFFAIRS

## Partnerships Strategy

- Conducted Analysis of Current State
- Determined Partnership Alignment to CSCF Mission
- Refine Strategy to Manage Relationships More Effectively

## Government Affairs

- Advocacy Approach with CSCF Current & Future Goals (Gray Robinson) Across Region and State
- Build Municipal Stakeholder Outreach Plan
- Help is Here Communication

## Revenue Diversity/ Sponsorships

- Develop Outreach Blueprint
  - Lessons Learned
  - Target Market
  - Marketable Assets
  - ROI for Sponsors

[RETURN TO AGENDA](#)

# Community Engagement Charter – Annual Review



## Community Engagement Committee Charter

### Purpose:

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 be determined.*
- 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 to be determined.*
- 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.



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# INSIGHT

# CSCF NICHE CUSTOMER VS. PANDEMIC CUSTOMER

## CSCF Niche Customers

### Career Seekers:

- 24 to 44 years old
- 2/3 are 35 or younger
- About Half have 10+ years of Work Experience
- Have Less than a Bachelors Degree and/or Some Education

### Businesses:

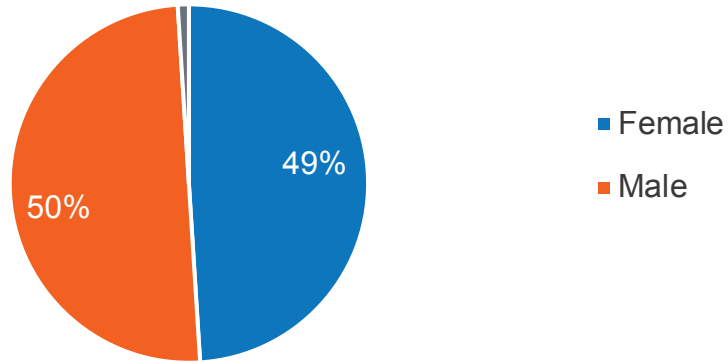
- Size is less than 250 employees

## Pandemic Niche Customer

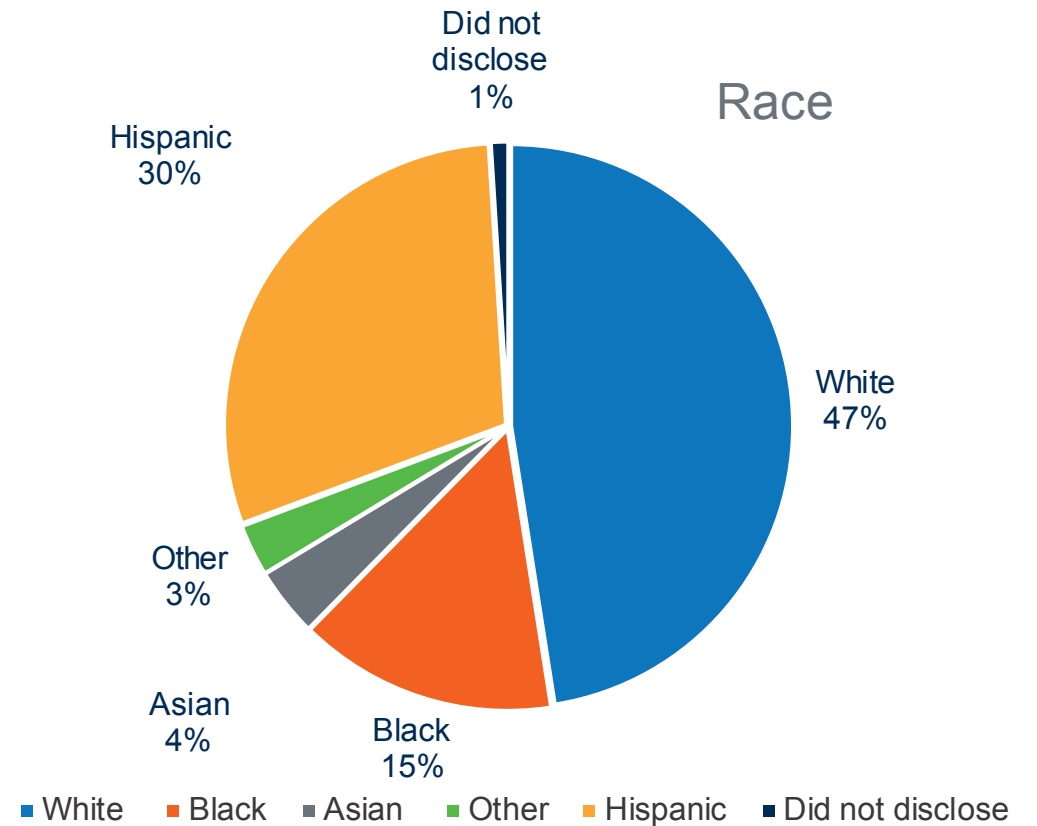
- Largest Age Group Impacted 25-34; early career path
- Increase in Age 55+ Due to Pandemic's health risks
- Black/African American and Hispanic/Latinos Higher Unemployment Rates
- Rates of Displaced is Higher Among Women than Men
- Have High School Diploma or Less

# CUSTOMER DEMOGRAPHICS

Customer Gender



Race



- 30% of Customers identify as Hispanic
- CSCF Serves a Slightly More Diverse Population as Compared to Region’s Demographics
- 5.2% Customers Identifying as Having a Disability
- Approximately 24% have High School Diploma and 23% have Some College

Data Source: EFM  
Date Range: 7/1/16 – 6/30/2020

# UNEMPLOYED BY RACE – NATIONAL PERSPECTIVE

Unemployment Rate: **White**, **Black**, **Hispanic/Latino**, **Asian**



- Unemployment among Blacks and Hispanics are above the national levels
- Hispanics more likely to be impacted due to their disproportionate roles in Leisure/Hospitality

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# ADJOURNMENT

# THANK YOU!

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