



**What:** **Community Engagement Committee Meeting**  
**When:** Monday, September 17, 2018  
 2:30 p.m. – 4:00 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/655212325>  
 Dial In (Toll Free): **1 866-899-4679 / Access Code: Access Code: 655-212-325**  
**Board Priorities:** Analyze the Business | Engage the Talent Pool

<i>Agenda Topic</i>	<b>Presenter</b>	<b>Action Item</b>
1. Welcome	Jody Wood	
2. Roll Call / Quorum Establishment	Kaz Kasal	
3. Public Comment		
4. Action Items	Jody Wood	x
a. Committee Charter Review		
b. Approval of Minutes: 5-14-18 Community Engagement Meeting		
5. Information	Lisa Burby	
a. Building Strategic Communication Organization		
b. Strategic Communication Priorities Q1 & Q2		
6. Insight	Luke Thomas	
a. Edelman		
i. Master Narrative Update		
b. Priorities for Committee		
7. Adjournment	Jody Wood	

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**Next Community Engagement Meeting:**

- January 14, 2019, 2:30 pm to 4:00 pm
- CSCF Admin Office, 390 N. Orange Ave., Suite 700, Orlando, FL 32801

**Next Board and Consortium Meeting:**

- 12/13/18, 9:00 am to 11:00 am
- Location: To Be Determined



## CareerSource Central Florida Community Outreach and Engagement Committee Charter

### Purpose:

The Community Outreach and Engagement Committee will develop and recommend policies and strategies to ensure that CareerSource Central Florida, and its ~~programs and services~~ workforce intelligence and career connections initiatives are aligned with community, business, civic and civic and economic development activities. Among other responsibilities, the committee will recommend an outreach and engagement plan to the Board of Directors for adoption.

### Responsibilities:

- Understand the organization's vision, mission and goals ~~to and develop provide guidance and counsel on a communication and outreach strategy for~~ communication to internal and external ~~customers constituencies~~ consistent with the Board's strategic plan ~~and the branding needs of the agency.~~
- Provide insight regarding the Central Florida business community and climate to ensure ~~a the organization maintains a~~ business focus and needs are addressed throughout its outreach strategies.
- ~~Develop a usable platform of consistent messages connecting the organization's services to the community organizations, businesses and career seekers.~~
- Identify key regional stakeholders for outreach, including but not limited to, key regional interests, population demographics, talent needs, along with business and economic development efforts, and ~~and~~ collaboration with to include Local Elected Officials and members of the Consortium. ~~This assessment will identify key regional interests, population demographics, talent needs, along with business and economic development efforts.~~
- Create a plan for regional outreach and engagement with targeted stakeholders that utilizes all methods, including social media and non-traditional formats, to showcase the brand the agency and to tell the story of how the agency and demonstrate its unique value proposition, delivers services for regional businesses and career seekers.
- ~~Analyze whether CareerSource Central Florida can serve as a region-wide clearinghouse or facilitator of job placement, training, and recruitment services~~ Ensure an consistent internal communication plan is consistently delivered to inform and engage CSCF staff of strategic priorities and organizational goals.
- Annually evaluate outreach and engagement efforts to measure level of stakeholder and public involvement engagement, and knowledge of the organization's programs and services.

### 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: board members and subject matter experts from the region.
- Agenda and minutes—minutes to be kept and supplied in written form.
- Staff support will be provided by the agency's communications department.

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**Draft**  
**Community Engagement Committee Meeting**

**CareerSource Central Florida**  
**390 North Orange Ave., Suite 700, Orlando, FL 32801**

**Monday, May 14, 2018**  
**2:30 p.m.**

**MINUTES**

**MEMBERS PRESENT:** Jody Wood, John Davis, Mark Havard, Sheri Olson, Roger Pynn and Wayne Weinberg

**MEMBERS ABSENT:** Robert Brown, Kevin Shaughnessy, Chuck Simikian, Jane Trnka and Rick Walsh

**STAFF PRESENT:** Pam Nabors, Mimi Coenen, Lisa Burby and Kaz Kasal

**GUESTS PRESENT:** Lori Johnson, Rebecca Greenwood / Edelman

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> Ms. Wood called the meeting to order at 2:33 pm and welcomed those in attendance.	
2	<b>Roll Call / Establishment of Quorum</b> Ms. Kasal reported quorum present.	
3	<b>Public Comment</b> None offered.	
4	<b>Approval of Minutes</b> The Committee reviewed the minutes from the 1/22/18 Community Engagement Committee meeting.	<b>Ms. Olson made a motion to approve the minutes from the 1/22/18 Community Engagement Committee meeting. Mr. Pynn seconded; motion passed unanimously.</b>
5	<b>Information/Discussion/Action Items</b>	
	<u>Introduction of Lisa Burby, VP Strategic Communications</u> <ul style="list-style-type: none"> <li>• Ms. Wood introduced and welcomed Ms. Burby. Ms. Burby provided a brief summary of her background.</li> <li>• Ms. Burby provided a presentation (attachment), reviewing the following:  <u>Observations and Opportunities</u> <ul style="list-style-type: none"> <li>• An overview of observations, as well as goals of the Communications department's structure and messaging plans.</li> <li>• The formation of five discipline areas: public relations, government affairs, employee communication, marketing and brand management of which one dedicated staff will be specialized for each.</li> <li>• Ms. Nabors noted the department will increase by 2 positions at most. The fifth discipline, brand management, will be outsourced.</li> </ul> </li> </ul>	

### Budget / Key Themes

Ms. Burby reviewed the overall outreach budget for FY 2018-2019 divided in the following three categories:

1. Digital (web development, social media, podcasting)
2. Programmatic Outreach (outreach campaigns and internal enhancements)
3. Brand Assets (collateral, graphic design, printed materials)

The Committee discussed and concurred on the following:

- Budget spend in 17-18 was lower due to department transition
- Programmatic Outreach
  - Align to strategic priorities as defined from Board Retreat: 1) analyze business environment and 2) engage talent pool
  - Split business partners and career seekers into two subcategories to better articulate focus and help maintain business partners as number one priority
- Research element to be included in budget (use remaining funds from this year's budget)

### Outreach Activities / Social Media Highlights

- Ms. Burby reviewed outreach performance for 3<sup>rd</sup> quarter, including CF News 13 coverage on the CSCF & Valencia College Construction Partnership (a link to this video emailed).

### Board Retreat Priorities

- Ms. Nabors provided an overview of the two Board Retreats that occurred on 11/3/17 and 4/12/18. At the Board meeting in June, staff will present 18-19 Budget which will include strategies associated with each of these priorities

### Edelman Corporate Narrative Strategy

- Ms. Lori Johnson and, Rebecca Greenwood with Edelman greeted the Committee and briefly revisited last year's assessment Edelman conducted on CSCF's outreach efforts.
- Edelman's findings were that CSCF's messaging needs to be more consistent, streamlined in a way that best tells the CSCF's story and in alignment with overall Board goals.
- The methodology used to develop a framework for a strong messaging platform was outlined.
- The Committee concurred focus group(s) should be diverse consisting of: businesses and career seekers that are both currently with and not with CSCF.
- Timeframe for the framework is approximately 10 to 12 weeks, and staff will provide a progress update at the Committee's next meeting (August or September 2018).

**Mr. Pynn made a motion to recommend a 20% increase (\$60K) in 2018-2019 budget for outreach and priorities in support of analyzing the business environment Board strategy. Mr. Havard seconded; motion passed unanimously.**

Community Engagement Committee Meeting  
May 14, 2018  
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6	<b>Other Business</b> <ul style="list-style-type: none"><li>Ms. Kasal will poll Committee on day and time preferences in readiness to schedule next fiscal year meetings.</li></ul>	
7	<b>Adjournment</b> <ul style="list-style-type: none"><li>There being no other business, the meeting was adjourned at 4:05 p.m.</li></ul>	

Respectfully submitted,  
Kaz Kasal



# Strategic Communications Plan 2018-2019

# CSCF ORGANIZATIONAL GOALS

## #1 ANALYZE THE BUSINESS ENVIRONMENT



- ✓ Investment in Training Resources in High Growth Industry is Strategically Prioritized
- ✓ Increased Business Satisfaction with CSCF Training Investment

# CSCF ORGANIZATIONAL GOALS

## #2 ENGAGE THE TALENT POOL

### BOARD GOAL

Engage the Talent Pool

### CSCF STRATEGY

More Deeply Define Career Seeker Attributes to Attract and Engage Niche Customer

Refine CSCF Career Seeker Experience to Enhance Strategy & Engage Talent

Determine Career Seeker Satisfaction Annually with CSCF Training by Conducting Focus Groups and Surveys

- ✓ 2,000 Career Seekers Entered High Growth Industries at an Average Wage of \$15 per Hour or More
- ✓ Increased Career Seeker Satisfaction with CSCF Training

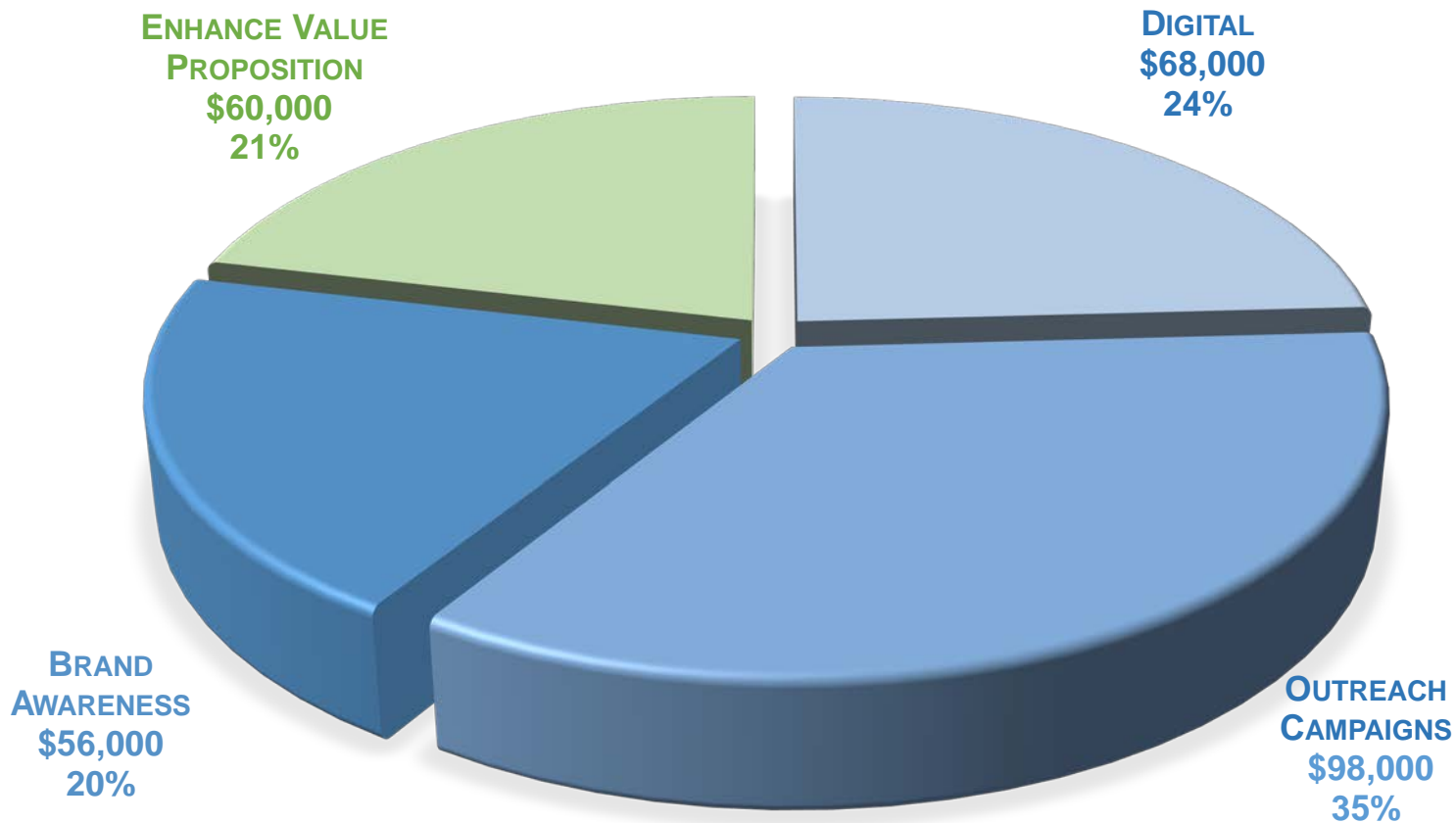




# Budget



# OUTREACH BUDGET \$282K



# OUTREACH STRATEGIES

- Website
- Search Engine Optimization
- Customer Relationship Manager Platform



- Messaging Strategy
- Internal Communication Strategy
- Niche Customer Research

- Paid Campaigns
- Sponsorship & Events
- Social Media

- Brand Assets
- Customer Journey Experience



# Communications Department Disciplines

## Public Relations

- Media Relations
- Sponsorships / Event Strategy
- Content Development
- Corporate Messaging

## Government Affairs

- Reputation Management
- Crisis Communications
- Government Relations
- Business Partnerships
- Board of Directors Alignment

## Employee Comm.

- Content Development
- Intranet
- Employee Newsletters
- Employee Meetings
- CSCF Departmental Support

## Marketing

- Social Media
- Advertising
- Websites
- Content Marketing
- Analytics

## Brand Management

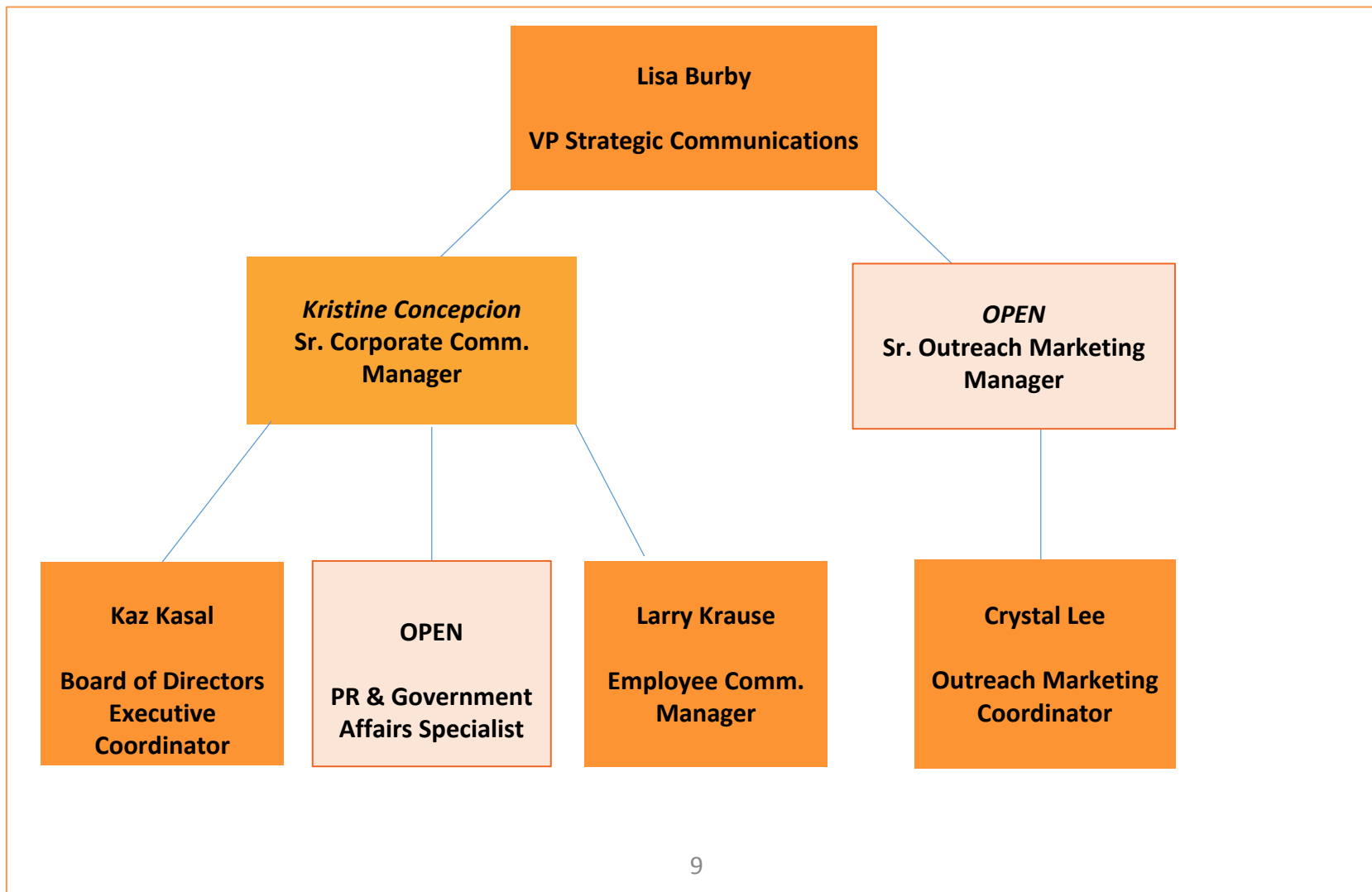
- Creative Services
- Graphic Design



# Support Strategy Q1&Q2



# Strategic Communications Organization





# Strategic Communications Goals

<b>Board/CSCF Priorities</b>	<ul style="list-style-type: none"> <li>❖ Analyze the Business Environment</li> <li>❖ Drive Innovation</li> </ul>	<ul style="list-style-type: none"> <li>❖ Analyze the Business Environment</li> <li>❖ Drive Innovation</li> </ul>	<ul style="list-style-type: none"> <li>❖ Analyze the Business Environment</li> <li>❖ Engage the Talent Pool</li> </ul>	<ul style="list-style-type: none"> <li>❖ Engage the Talent Pool</li> </ul>
<b>Strategy</b>	<p style="text-align: center;"><b>Enhance the Value Proposition</b></p>	<p style="text-align: center;"><b>Digital Strategy</b></p>	<p style="text-align: center;"><b>Outreach Campaigns</b></p>	<p style="text-align: center;"><b>Brand Awareness</b></p>
<b>Strategic Comm. Goals</b>	<p>Drive Awareness of CSCF and its Economic Impact each quarter by creating and maximizing business relationships with 5 key constituents</p> <p>Drive employee engagement across, up and down all levels in support of CSCF vision, strategy and culture</p>	<p>Increase career-seeker and business engagement throughout the customer journey through target market research and analysis, and communication plan</p>	<p>Build marketing campaigns in support of key sectors and programs, and deliver across owned, earned, paid, and social media</p>	<p>Develop media and influencer strategy by engaging the media and key influencers on a consistent schedule to showcase CSCF's unique value proposition</p> <p>Ensure Brand Materials are in Compliance with Standards</p>
<p style="text-align: center;"><b>2,000 career seekers aligned in HGIs; Employee, customer and business satisfaction/engagement levels increased</b></p>				
<b>KPIs</b>	<ul style="list-style-type: none"> <li>✓ Master Narrative Implemented</li> <li>✓ Quarterly Reports Delivered</li> <li>✓ Launch of Internal Comm. portfolio</li> <li>✓ Increase in employee satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>✓ Redesigned website</li> <li>✓ Career-seeker and business satisfaction surveys and focus groups conducted</li> </ul>	<ul style="list-style-type: none"> <li>✓ Quarterly Campaigns for HGI (paid/earned/owned) delivered</li> <li>✓ Target Market Research completed</li> </ul>	<ul style="list-style-type: none"> <li>✓ 100% increase in media coverage</li> <li>✓ Updated brand materials</li> </ul>

## ENHANCE VALUE PROPOSITION

- *Drive awareness of CSCF and its economic impact each quarter*
  - Solidify 5 key partners and maximize joint outreach efforts through media, digital
  - Complete and implement master narrative project
- *Create internal communications portfolio*
  - Launch and implement new portfolio
  - Support employee survey

## DIGITAL STRATEGY

- *Develop Media and Influencer Strategy*
- *Launch of CRM (Businesses)*
- *Launch CSCF website audit w/ Firefly; finalize implementation plan*

## OUTREACH CAMPAIGNS

- *Target Market Research*
  - Finalize vendor; conduct survey and focus group (business/career-seeker)
- *Build 8 marketing campaigns in support of HGI Impact Model Outcomes; Youth; America's Promise*
  - Develop and implement concepts and campaign(s)

## BRAND AWARENESS

- *Brand Asset Audit*
  - Identify areas of opportunity to update collateral (within budget)



CORPORATE NARRATIVE

# The Master Narrative Development Progress

## ❖ Phase 1: Immersion + Discovery

- ✓ Review existing messaging + materials
- ✓ Conduct immersion + discovery session
- ✓ Identify + conduct 6-8 in-depth-interviews with key stakeholders

## ❖ Phase 2: Messaging Architecture

- ✓ **Develop messaging architecture or “house” to align on overarching brand statement/ “north star”, mission, positioning and ~3 key differentiators to focus on**

## ❖ Phase 3: Narrative Development + Testing\*

- ✓ Flesh out full narrative + create tailored proof points/messages
- ✓ Host survey and/or focus groups with employees to test the messages and refine as needed\*

## ❖ Phase 4: Finalization + Presentation

- ✓ Finalize narrative (with one final round of edits) + present final to key internal stakeholders
- ✓ Secure final approval + deliver final narrative materials.

