



Community Engagement Committee Meeting

Knob Hill Group

1030 North Orange Ave., Suite 200 (2nd Floor), Orlando, FL 32801

Tuesday, September 26, 2017

10:30 a.m. – 12:00 p.m.

Conference Call-in phone number: (866) 576-7975 / Participant Access Code: 299848

Strategic Goals developed by the Board:

- *CareerSource Central Florida will become business focused in all efforts*
- *CareerSource Central Florida will identify ways to measure progress and Return On Investment (ROI)*
- *CareerSource Central Florida will become the workforce intelligence organization for workforce development in Central Florida*

Item	Agenda Topic	Action Item	Info/ Discussion Item	Presenter (other than Chair or Committee Member)
1	Welcome			Jody Sweet
2	Roll Call / Establishment of Quorum			Kaz Kasal
3	Public Comment			
4	Approval of Minutes A. 5/22/17 Community Engagement Committee Meeting	X		Jody Sweet
5	Information/Discussion/Action Items			
	A. Community Engagement Committee Charter		X	Jody Sweet
	B. Review of Outreach Performance FY 16-17		X	Tonya Elliott-Moore
	C. Review of Board Retreat Strategies and Discussion		X	Mimi Coenen
	D. Discuss a Public Facing Dashboard that Articulates CSCF Value and Performance to the Central Florida Community		X	Jody Sweet
6	Other Business			
7	Adjournment			

Upcoming Meeting:

- Community Engagement Committee Meeting: Monday, 1/22/18, 2:30 pm to 4:00 pm / Location: Knob Hill Group / 1030 North Orange Ave. Suite 200, Orlando, FL 32801

Draft
Community Engagement Committee Meeting

Knob Hill Group
1030 North Orange Ave., Suite 200, Orlando, FL 32801

Monday, May 22, 2017
2:30 p.m.

MINUTES

- MEMBERS PRESENT:** Jody Sweet, Robert Brown, Mark Havard, Sheri Olson, Chuck Simikian, Wayne Weinberg, Rick Walsh and Amy Wise
- MEMBERS ABSENT:** John Davis, Roger Pynn, and Kevin Shaughnessy
- STAFF PRESENT:** Mimi Coenen, Tonya Elliott-Moore, Steven Nguyen, Robert Quinlan, Larry Krause, and Kaz Kasal
- GUESTS PRESENT:** Jane Trnka / Rollins College; Chante Shifflett, Denise Hall, Martice Armstrong / Florida Department of Corrections;

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Ms. Sweet called the meeting to order at 2:32 pm and welcomed those in attendance.	
2	Roll Call / Establishment of Quorum Ms. Kasal reported that there was a quorum present.	
3	Public Comment None Offered.	
4	Approval of Minutes A. 2/27/17 Community Engagement Committee Meeting.	Mr. Brown approved the minutes from the 2/27/17 Community Engagement Committee Meeting. Mr. Weinberg seconded; motion passed unanimously.
5	Information/Discussion/Action Items	
	<p><u>Perspective – Career Center Visit</u> Ms. Wise stated that she and Mr. John Gill visited the West Orange office and relayed her experiences as follows:</p> <ul style="list-style-type: none"> • Location hard to find - GPS did not accurately direct to the Center • Hard to see the Center from the road • Great logo signage on the store front; however, difficult to read from road • Staff who welcomed and provided a walk-thru was very nice and provided information on the process for career seekers, employers and the focus on veterans • Very active center / good customer service attitude • Need to identify where, who, and what service in order to better guide customers visiting the center – 	

	<p>i.e. some action language, identifying locations, services offered on walls.</p> <ul style="list-style-type: none"> • Overall, a positive experience <p>Ms. Sweet stated she visited the Osceola Center and commented that staff was polite and provided a tour. Ms. Sweet added that this was good, first-hand experience received on how services are provided - both from the career seekers' and employers' perspective. Mr. Brown also stated the visit he had at West Orange was very positive.</p>	
	<p><u>Review of Board Retreat Strategies</u></p> <p>Ms. Coenen reviewed the Board Strategic Goals from FY 16-17 and three questions (attachment) that were asked of the Board Members at the 4/26/17 Board Retreat. Ms. Coenen asked the Committee to provide their input on these same questions.</p> <p>Question 1: Has CSCF raised its profile with the business community tis program year?</p> <p>Committee feedback:</p> <ul style="list-style-type: none"> • Profile has been raised and more positive. This is confirmed by the UCF Study showing significant improvement in brand awareness from approximately 21% in 2015 to 45% in 2016 • Seeing increased presence via social media, advertisements, and commercials • Need to look at multi-platforms and strategies to onboard Millennials and Generation Y's especially mobile platform (mobile responsive). (Ms. Elliott-Moore stated there is a current focus highlighted in the Edelman analysis to make CSCF's mobile platform more interactive and appealing to these generations.) • Need more integrated vertical strategies - include company profiles in job positions. Millennials are looking for cultural fit. • Be more of a partner for businesses and jointly work together to best appeal across generations: Generation X, Y and Millennials. <p>Question 2: How well do CSCF's career centers connect with and demonstrate high growth job opportunities that connect business to needed talent?</p> <p>Committee feedback:</p> <ul style="list-style-type: none"> • The more we can migrate to action-digital, the more we can attract Millennials. Millennials want to be online exclusively; not come into centers to job search. 	

	<ul style="list-style-type: none"> • Opportunity to organize resources with employers – train them to do virtual interviews and update their resources • Cultivate business relations and interconnectivity • Millennials look for companies that align with their needs, lifestyle; money is not always the number one reason in their job selection • Centers are good ways to find certain type of jobs – i.e. hospitality. • Have focus groups and/or one-on-one discussion with Millennials to get their input <p>Question 3: Are we as a Central Florida workforce system truly “business-driven”? Are services intentional, focused and coordinated to align to regional business needs?</p> <p>Committee feedback:</p> <ul style="list-style-type: none"> • Committee concurred CSCF is more business-driven • With the alignment of Business Service Reps not only by territory, but by focus of specific industry will help provided specialized assistance in order to better meet business needs • Successful businesses manage change well 	
	<p><u>Outreach Budget FY 17-18</u></p> <p>Ms. Elliott-Moore mentioned that CSCF has anticipated that due to the lowered unemployment rates for the Central Florida region we would realize a reduction in federal funding allocations. For this reason the outreach budget for FY 17-18 has been decreased by 15% from FY 16-17. Ms. Elliott-Moore reviewed proposed budget allocations (attachment) by web/digital platforms and program outreach, and indicated funds would be focused on higher performing, most successful communication modes in FY 17-18.</p> <p>The Committee also discussed CSCF presence with local sports organizations. The Committee concurred brand awareness through high school sporting events would be a good way to reach students (Millennials) and employers.</p> <p>Ms. Elliott-Moore stated that search engine optimization projects highlighted in the Edelman assessment would be handled in part through the in-house web administrator.</p>	<p>Mr. Brown made a motion to recommend the proposed FY 17-18 Outreach Budget to the Board. Ms. Sweet seconded; motion passed unanimously.</p> <p><i>Ms. Elliott-Moore and Ms. Wise to look at an option with local high schools with remaining funds from this FY.</i></p>
	<p><u>Contact Center Update</u></p> <p>Ms. Coenen stated that CSCF has been experiencing a high call volume averaging 27,000 calls a month. At the recommendation of Ms. Sweet, staff took a deep dive to</p>	

	<p>analyze these calls by forming an internal Content Analysis Team to function as a dedicated call center during a pilot period, occurring over the past few months. Mr. Nguyen, CSCF IT Director, reviewed the process and results of this call center pilot (attachment). The calls were tracked on an Access database, where detailed information was logged such as type of call, where calls were transferred to, etc. By the 20th day of the pilot, calls dropped from 981 per day to 247 per day. Other results: 94% of calls are career seekers calls, 41% of calls are FAQ or transfer calls and 80% drop in voicemails.</p> <p>Staff are recommending:</p> <ol style="list-style-type: none"> 1) Utilize in-house, dedicated Contact Center team of 4 full-time employees 2) Purchase an off-the-shelf contact center software to assist in the process and ensure clients/customers are assisted effectively (included as part of the IT budget for 17-18) 3) Transition to the in-house Contact Center by start of FY 17-18 (July 2017) <p>Mr. Nguyen stated that the “Contact Center” will include various modes of communication, not just via phone but web chat, texting, social media, and email functions as well.</p>	
6	<p>Other Business Ms. Elliott-Moore referenced the CSCF packet provided to the Committee, which includes the annual report (three pieces) and the “Economic and Community Impact” reports.</p>	
7	<p>Adjournment There being no other business, the meeting was adjourned at 3:31 p.m.</p>	

Respectfully submitted,
 Kaz Kasal

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 are aligned with community, 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 mission and goals and develop a strategy for communication to internal and external customers 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 the organization maintains a business focus 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 and collaboration 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 brand the agency and to tell the story of how the agency 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.
- Annually evaluate outreach and engagement efforts to measure level of stakeholder and public involvement 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.



Review of Outreach Performance FY 16-17



Tonya Elliott-Moore - Director

collaborate ◀
innovate ◀
lead ◀

CareerSourceCentralFlorida.com ◀

Performance

FY 2016-2017
July 2016
June 2017
% 
Facebook Likes
4,758
5,916
24%
Twitter Followers
1,949
2,144
10%
LinkedIn Business Page Follows
2,550
3,046
19%
2 Year Comparison
FY 15-16
FY 16-17
Facebook Total Reached
1,089,099
966,472
Earned Media
Total Media Hits
305
435
Website
New Visitor Traffic
62.1%
65.5%
Events Attended
174
123

SYNOPSIS?

What is working well?

- Through our outreach strategies and platforms, we have reached a great number of people.
- Awareness of CSCF has improved.

Challenges?

- Creating a resonating value proposition.

PUBLIC INFORMATION/MEDIA RELATIONS

<h2>EARNED MEDIA</h2>	<h1>107</h1> <p>Total Media Hits</p> 	<h1>5</h1> <p>Press Releases</p> 	<h1>8</h1> <p>Media Hits Directly Related to Press Releases</p>	<h1>4</h1> <p>Media Requests Received</p> 	<h1>4</h1> <p>Press Directly Related to Media Requests</p>	<p>Community Asset Indicator</p> <h1>5/0</h1> <p>* Indicates Pending Awards Submitted / Awards Won: * Don Quijote (Leo Alvarez) * Florida Rehabilitation Council (FRC) – Stephen R. Wise Advocacy Award x 3 (John Gill, Sue Koziol, Bill Oakley) OBJ CEO of the Year (Eric Jackson)</p>	<h1>5</h1> <p>Presentations:</p> <p>Orlando Economic Partnership/Economic Forum Budget 2017 Florida Energy Workforce Dev. NAWDP: Financial Need to Know Workforce Professional Dev. Proposals for Presentations</p>
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“Falling unemployment numbers accurately reflect at least one trend we’re seeing throughout Central Florida - what appears to be an abundance of jobs waiting to be filled. What those numbers don’t say is that businesses are struggling to find skilled talent to fill those positions. The Florida Chamber Foundation held a “Learners to Earners” Summit in Orlando last week to highlight changes in the workforce and promote innovative collaborations to spur true life-long learning. “Plug and Play Employees” might be too simplistic a way to put it, but businesses need people with the right skills, experiences, and values to rapidly fill openings.”

— Pamela Nabors, President/CEO, CareerSource Central Florida; Quote Published in the Orlando Sentinel CF 100

<h2>IMPACT OF DIRECT CAMPAIGNS/ EVENTS</h2>	<h3>TOTAL DIRECT EMAILS SENT</h3> <h1>35</h1> <p>27% Average Open Rate</p>	<h3>Money Matters Personal Financial Planning (April 2017)</h3> <p>1 Direct Emails Sent</p> <p>50 Submissions</p> <p>22% Average Open Rate</p>	<h3>Southeast Ribbon Cutting Ceremony (May and June 2017)</h3> <p>5 Direct Emails Sent</p> <p>46 Submissions</p> <p>51% Average Open Rate</p>	<h2>EVENTS</h2> <p>67 Events</p> <ul style="list-style-type: none"> Orlando Mayor’s Job Fair (2,932 Career Seekers; 102 Businesses) UCF 2017 Statewide Job Fair (1,500 Students/Alumni; 200 Businesses) Family Café Event (with CSF & DEO) (10,000+ Registered Attendees)
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*Industry standard for open rates is between 4 and 5%

<h2>PAID ADVERTISING</h2>	<ul style="list-style-type: none"> » Fox Job of the Day (June 2016 – July 2017) » I-4 Business Magazine – (May) » Orange County Library System » Orlando Pride » Orlando Solar Bears » Rollins College Athletics / University of Florida Gators Football
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<h2>CF 100</h2> <p>26 Submittals (2 per week)</p>	<p>6 Published to Orlando Sentinel Printed Newspaper (all published online)</p>	<p>46% Published Rate (Only 13 articles eligible for print publication)</p>
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AUDIENCE REACH:

CareerSource Central Florida had 10 media hits appear in the Orlando Sentinel, with a projected audience of 2,207,117 per media hit.



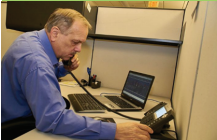

Quarterly Communications & Outreach Report – FY Quarter 4 — 2016 - 2017 April 1, 2017 - June 30, 2017


WEB AND DIGITAL MEDIA



WEBSITE TRAFFIC	40,449 SESSIONS <i>independent times users are accessing site</i>	28,688 USERS <i>how many users viewed or interacted with site</i>	2.63 PAGES/SESSION <i>how many average pages viewed per user session</i>	2:31 SESSION DURATION <i>average time of individual sessions</i>	32.66% RETURNING USERS <i>% of users coming back to the site more than once</i>	TOP REFERRAL SOURCES facebook.com; floridajobs.org; fox35orlando.com; sumtercountyfl.gov
WEBSITE USER DATA	AGES 18-24 21.07%	AGES 25-34 25.09%	AGES 35-44 21.48%	AGES 45-54 18.57%	MOBILE/TABLET 43.47%	TOP (5) CITIES Orlando – 33.95% Union Park – 2.21% Kissimmee – 3.59% Sanford – 2.81% Pine Hills – 1.72%

21 Website Updates Completed

44 Intranet Updates Completed

FACEBOOK	LIKES 5,707 <i>April 1</i> → 5,916 <i>June 30</i>	INCREASE 3.66%	TOTAL REACH 121,796 <i>Previous Qtr.</i> → 315,961 <i>Current Qtr.</i>	INCREASE 159.42%	KEY FACTS 28K Video Views 189% Increase from Previous Qtr.
FACEBOOK POST HIGHLIGHTS BEST PERFORMING		#WORKFORCEWEEK MILITARY CAREER SEEKERS	23,004 REACHED 93 REACTIONS/COMMENTS & SHARES 320 POST CLICKS		CAREER CONECTIONS INFLUENCES BY FAMILY 12,092 REACHED 590 REACTIONS/COMMENTS & SHARES 949 POST CLICKS

TWITTER	FOLLOWERS 2,111 <i>April 1</i> → 2,144 <i>June 30</i>	INCREASE 1.61%	FOLLOWERS KEY FACTS 72% HOME OWNERSHIP	66% INTEREST IN BUSINESS AND NEWS
TWITTER		CareerSource CF @CareerSourceCF #WorkforceWeek Partnering w/ educators like @valenciacollege 2 provide 24+ training pgms. in advanced manufacturing. https://manufacturing.valenciacollege.edu/pic.twitter.com/dYXlbJVqt3	1,671 IMPRESSIONS	43,100 TOTAL IMPRESSIONS

LINKEDIN	BUSINESS PAGE FOLLOWERS 3,046	INCREASE THIS QUARTER 13.66%	REACH IMPRESSIONS 96,514	ENGAGEMENT CLICKS 758
LINKEDIN SPONSORED POSTS		CEO NAWDP AWARD 5,321 ORGANIC 60 SOCIAL ACTIONS		#WORKFORCEWEEK HIRING EVENTS 4,965 ORGANIC 28 SOCIAL ACTIONS

4/26/17 Board Retreat

Board Feedback on Strategic Goals

Board Strategic Goals (in italics) and Board Feedback (in bold)

GROUP 1

Current Strategic Board Goal 1:

Raise the profile of CareerSource Central Florida by convening business for education and awareness.

Implement an education and outreach plan to increase business' awareness on workforce development issues and talent development opportunities

- **Each Board Member will provide a minimum of "x" (number to be determined) leads to CSCF staff for quality business referrals. Board Members may even accompany a Business Service Rep for the first visit to break the ice and open the door. Other times a phone call from the referring board member to the business prior to CSCF staff calling on them will be enough. The intent is the more leads that can be generated, the more opportunities for success and also help grow CSCF brand awareness.**
- **Develop a small ad hoc group that oversees above mentioned referral process and reviews with staff on number of Board Member referrals, which ones converted to job orders or other CSCF products (OJT, internships). This ad hoc group will report to the Career Services Committee.**

Validate assumptions about business needs through formal and informal processes, and analyze results to deliver market-defined services.

- **Convene updated "academies of learning" to include a group of local businesses that come to CSCG for a single topic or purpose that is of value to them. The Board will help review an agenda of this type of meeting but will have elements of:**
 - **Informing them of CSCF**
 - **Delivering the information of the day – hiring tips, help with employee reviews, writing job descriptions etc.**
 - **Clarify any next steps as a result of the information**
 - **Ask for referrals from their network to get future new employers/business contacts**

Business Services staff will run the meeting after having worked with Board staff on the agenda and definition of success for each meeting/academy.

Seek opportunities to advocate for the workforce system as a valuable resource that can support and enhance business growth.

- **Continue to act as advocates within the community for CSCF**

GROUP 2Current Strategic Board Goal 2:

Create a business-driven system supported by all providers that is intentional, focused, and coordinated.

Support and champion the need for a comprehensive workforce system in Central Florida. Conduct a regional inventory of workforce programs and services to identify potential partners and areas of duplication. Research and inventory current programs and outcomes tied to high growth industries.

- **Ongoing collaboration will take place to ensure coordination within the workforce system.**

Convene a retreat of key regional non-profit organizations' Board Chairs and staff to discuss and create a shared vision and approach to the system.

- **Have convened with individual non-profits, but should convene collectively. Once a vision has been established, share and implement.**

Reshape current career centers to link to high growth industries through targeted strategies that connect business to needed talent.

- **Continue to develop a culture of business as the primary customer. Small businesses are most apt to come to CSCF. Larger employers have other resources.**
- **Would a businesses pay for services? Is it possible to monetize and package the service?**
- **Add value to "supply chain"**
- **Leverage the Board as partners in professional development. Lengthen Board Retreat.**

Create youth engagement centers that provide comprehensive services and support youth connections to high growth industries.

- **Services to youth population – not business- not under this category. CSCF educate businesses to help young adults**

GROUP 3Current Strategic Board Goal 3:

Plan for ongoing board-level planning discussion to ensure a balance of board member responsibility to oversight and insight, and define what it will mean for the Board to be a "backbone" organization.

Structure Board agendas and meetings to address oversight and include time for Board members to gain insight on industry needs / trends, economic factors, and talent supply needs.

- **Board Meetings** - The board agreed they gained insight from our meetings, however, they need more time for discussion and input. Especially from those with expertise in the HGI that aligns with the conversation.
- **CSCF** could support these discussions with analytical data to forecast trends prior to the next meeting.

Conduct an annual retreat to review and discuss the Board's goals, strategies, and organizational performance.

- **Annual Retreat** - all agree there is value and suggested doing an all-day meeting for more in-depth discussion. It's a best practice and solid framework.
 - Continue to engage the board with this retreat and possible a mini (2 hour) retreat to follow up.
- **"Backbone"** organization – should think of a more active word to replace "Backbone" – a more active, forward moving word.