

# Community Engagement Committee Meeting

May 12, 2022



## 5/12/22 COMMUNITY ENGAGEMENT COMMITTEE VIRTUAL MEETING DETAILS

### Meeting Details

### Meeting Agenda

### Welcome

### Roll Call

### Public Comment

### Approval of Minutes

### Discussion / Action Items

### Insight

### Other Business

### Adjournment

**What:** Community Engagement Committee Virtual Meeting

**When:** Thursday, May 12, 2022

3:00 p.m. – 4:30 p.m.

**Where:** Virtual via Zoom:

**Link:** <https://careersourcecf.zoom.us/j/84333940289?pwd=b3JjTWNiNi9lYlVnWjgrYlVkbDdQUt09>

**Dial In:** 1 (929) 205-6099

**Meeting ID:** 826 6581 0404 / **Password:** 709056



# 5/12/22 COMMUNITY ENGAGEMENT COMMITTEE MEETING AGENDA

Agenda Item	Topic	Presenter	Action Item
1.	Welcome	David Sprinkle	
2.	Roll Call / Establishment of Quorum	Kaz Kasal	
3.	Public Comment		
4.	Approval of Minutes	David Sprinkle	
	<b><u>A. 11/4/21 Community Engagement Committee Meeting</u></b>		X
5.	Discussion / Action Items		
	<b><u>A. Strategic Communications Updates</u></b>	Becca Bides	
6.	Insight/ Discussion		
	<b><u>A. Community Engagement Survey – Results &amp; Discussion</u></b>	Becca Bides Dr. Ron Piccolo	
7.	Other Business		
8.	Adjournment		

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# WELCOME



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# ROLL CALL



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# PUBLIC COMMENT



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# APPROVAL OF MINUTES





**DRAFT**  
**Community Engagement Committee Meeting**  
**Thursday, November 4, 2021, 3:00 pm**  
**MINUTES**

**MEMBERS PRESENT:** David Sprinkle, Kari Conley, John Gyllin, Renee Quintanilla, DeAnna Thomas and Wayne Weinberg

**MEMBERS ABSENT:** Roger Pynn, Stella Siracuza, and Christopher Wilson

**STAFF PRESENT:** Pam Nabors, Mimi Coenen, Becca Bides, Sean Masherella, Carla Sosa & Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> <ul style="list-style-type: none"> <li>Mr. Sprinkle, Committee Chair, called the meeting to order at 3:05 pm.</li> </ul>	
2	<b>Roll Call / Establishment of Quorum</b> <ul style="list-style-type: none"> <li>Ms. Kasal reported quorum present.</li> </ul>	
3	<b>Public Comment</b> <ul style="list-style-type: none"> <li>None offered.</li> </ul>	
4	<b>Approval of Minutes</b> <u>Approval of Minutes</u> <ul style="list-style-type: none"> <li>Reviewed minutes from 9/16/21 Meeting (attachment).</li> </ul>	<b>Dr. Gyllin made a motion to approve the minutes from the 9/16/21 Community Engagement Committee meeting. Ms. des Anges seconded; motion passed unanimously.</b>
5	<b>Information/Discussion</b> <u>Introducing Becca Bides (attachment)</u> <ul style="list-style-type: none"> <li>Committee welcomed Ms. Becca Bides, CSCF's new Vice President of Strategic Communications.</li> </ul> <u>Community Engagement Committee Charter (attachment)</u> <ul style="list-style-type: none"> <li>Reviewed revised charter which has been streamlined to more concisely define purpose and role of this Committee.</li> </ul>	<b>Dr. Gyllin made a motion to approve the revised Community Engagement Committee Charter, as presented, and to forward to Board for full approval. Mr. Weinberg seconded; motion passed unanimously.</b>
6	<b>Insight</b> <u>Community Engagement Survey – Research Update</u> <ul style="list-style-type: none"> <li>Reviewed a presentation entitled “Defining The Survey Strategy” (attachment) with following highlights: <ul style="list-style-type: none"> <li>Analysis of influencing factors</li> <li>Survey for awareness and perceived value of CSCF, and stakeholder needs.</li> <li>Target survey audiences in government, businesses and community partners</li> </ul> </li> </ul>	





	<ul style="list-style-type: none"> <li>– Defining common “sweet spot” for messaging</li> <li>– Timeline of the survey project’s objectives</li> </ul>	
7	<b>Other Business</b>	
8	<b>Adjournment</b> <ul style="list-style-type: none"> <li>• Meeting was adjourned at 3:57 p.m.</li> </ul>	

Respectfully submitted,

Kaz Kasal  
Executive Coordinator

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# DISCUSSION / ACTION ITEMS



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▶ **Insight**

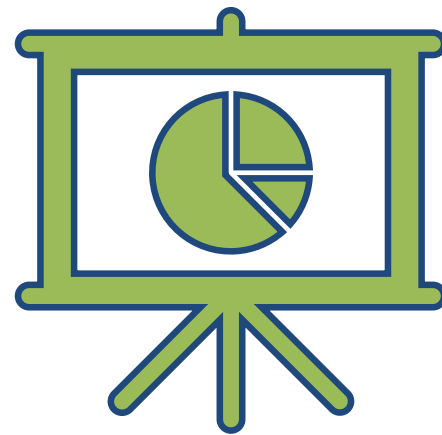
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# INSIGHT



# Community Survey Results



**May 2022**

***Prepared By: Ron Piccolo, UCF***



# What are we solving for?



## Why?

To inform WHERE & HOW

5

we prioritize community engagement resources

to best *advance our business*

# Insights

## Observations

Low Awareness (and high need) for Business Services

High Interest/High Trust for Data Insights

Businesses: Lower Trust for Recruitment/Apprenticeships Services

Trust in CSCF  $\neq$  Willingness to Engage

## Opportunities

Identify Ways to Move from “Somewhat” to “Extremely Valuable”

Understand Where Value Exists in the Eyes of Partners

Targeted Awareness Campaign of Business Services

Catalog Sources of Value for Business and Community

Increase Ability to Deliver Data Insights on Larger scale

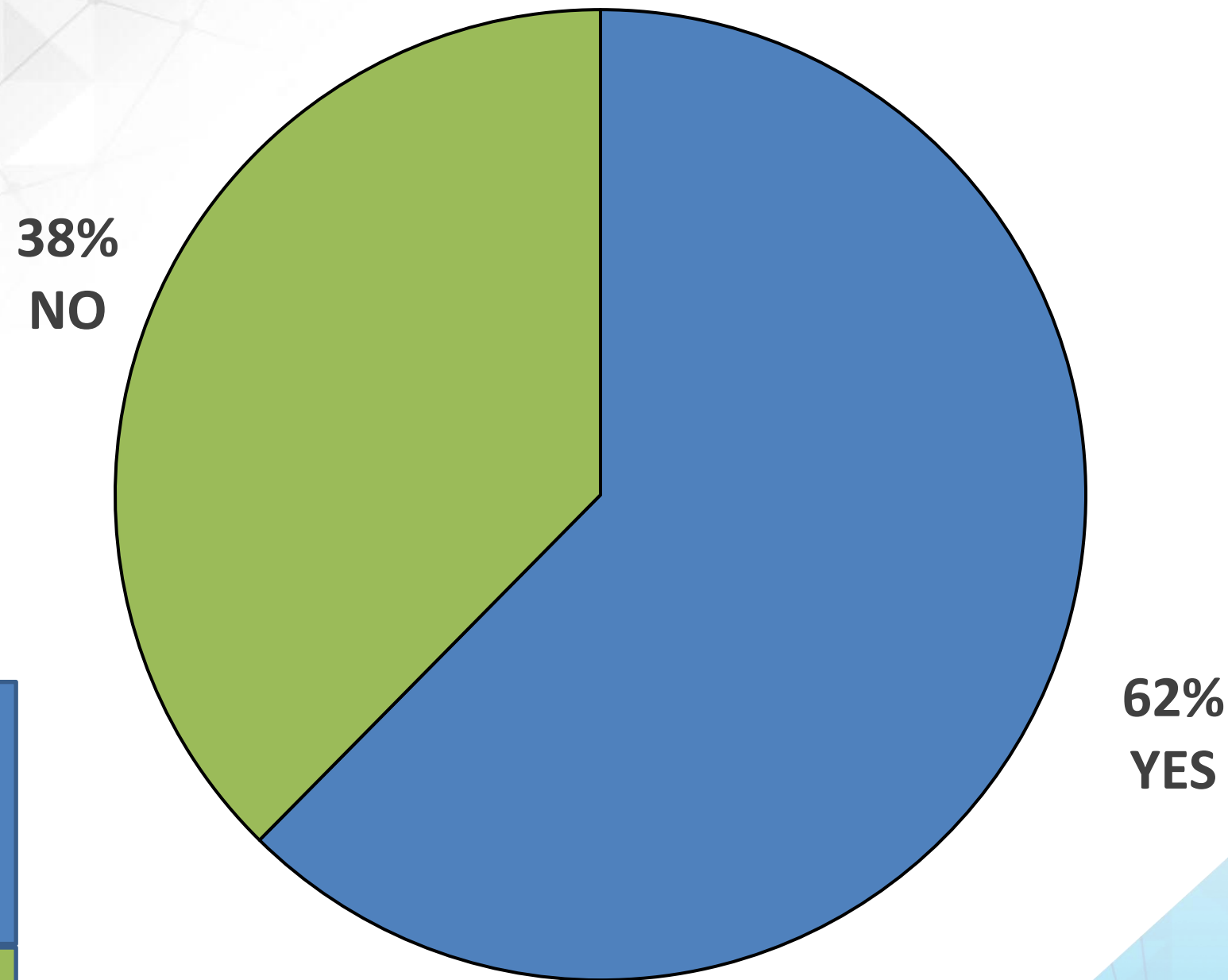
# Sample Characteristics

Total Sample Size = 132

For-Profit Business	50
Public or Government Entity	24
Nonprofit Agency	54
Individual, community stakeholders	3

Small Business (<50 employees)	72
Midsize Business (50 - 500 employees)	19
Large Business (>500 employees)	17

# Has your organization worked with CSCF in the last 3 years?



## Of the 62%...

Business: 33%

Nonprofit: 47%

Government: 20%

## Of the 38%...

Business: 48%

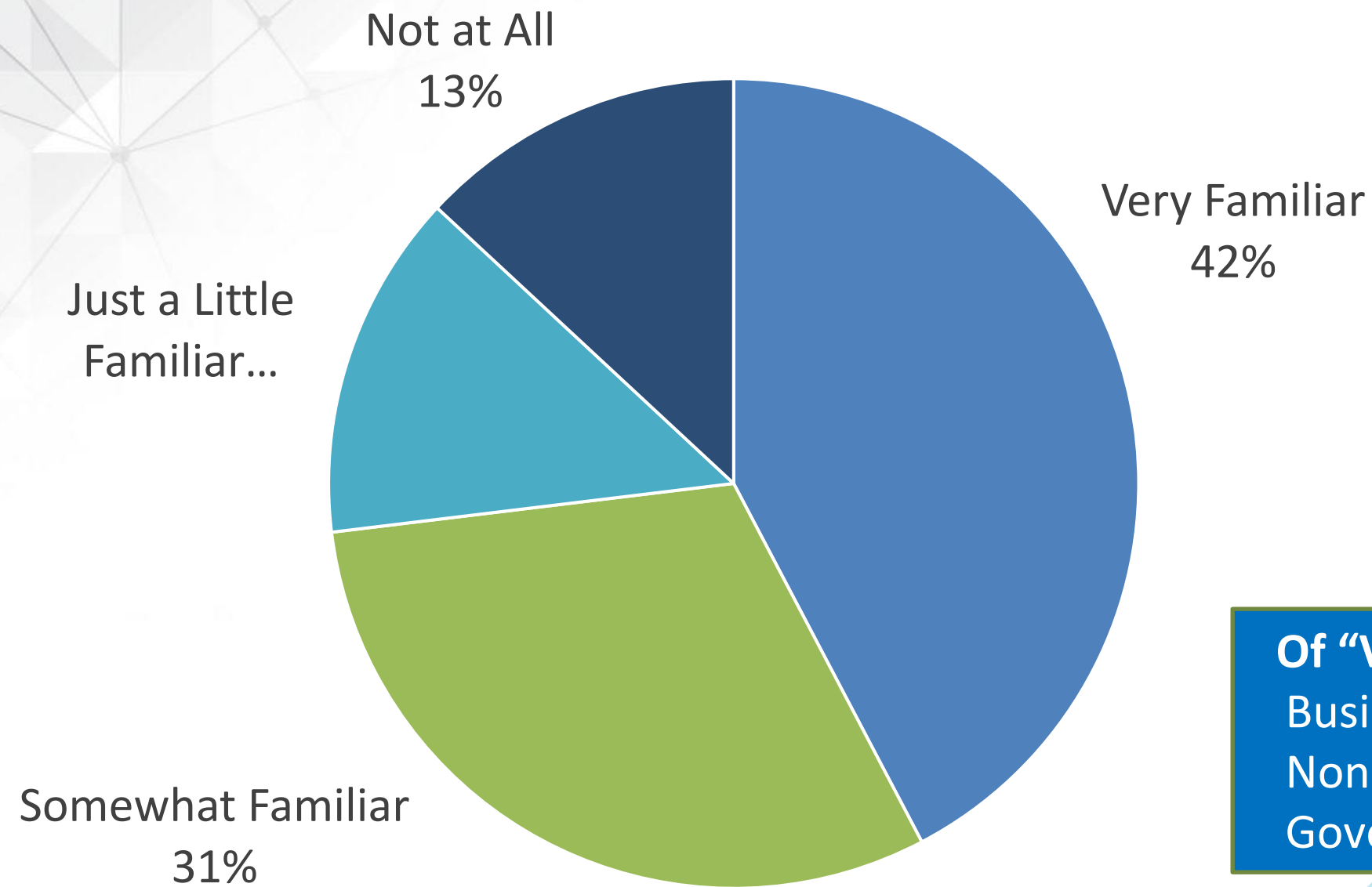
Nonprofit: 34%

Government: 18%

Full Sample



# **AWARENESS** of services CSCF offers to local businesses



## **Of “Very or Somewhat Familiar”**

Business = 80%

Nonprofit = 68%

Government = 75%

Full Sample

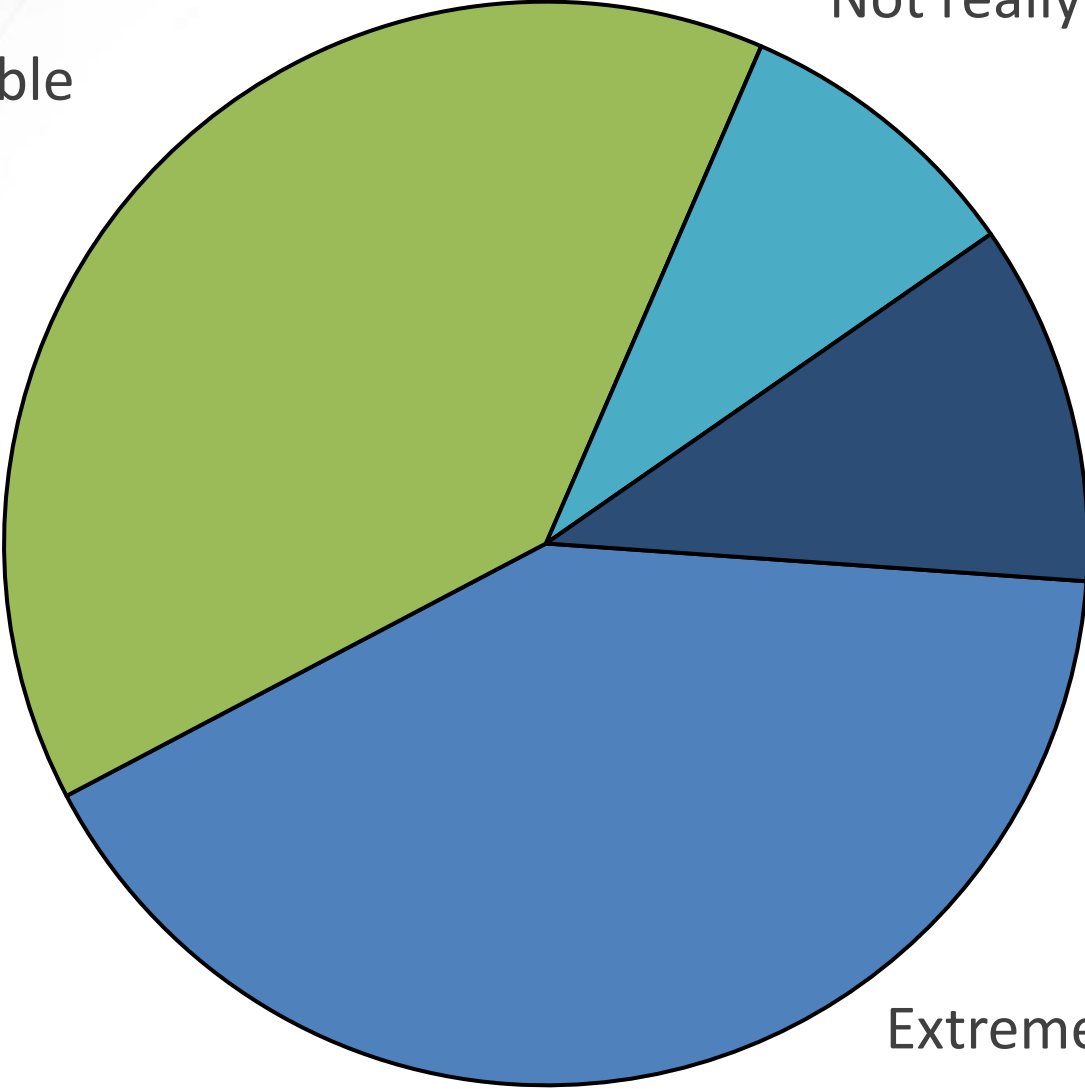
# VALUE PROPOSITION: How valuable are CSCF services?

Somewhat Valuable  
39%

Not really that valuable  
9%

Not at all  
11%

Extremely Valuable  
41%

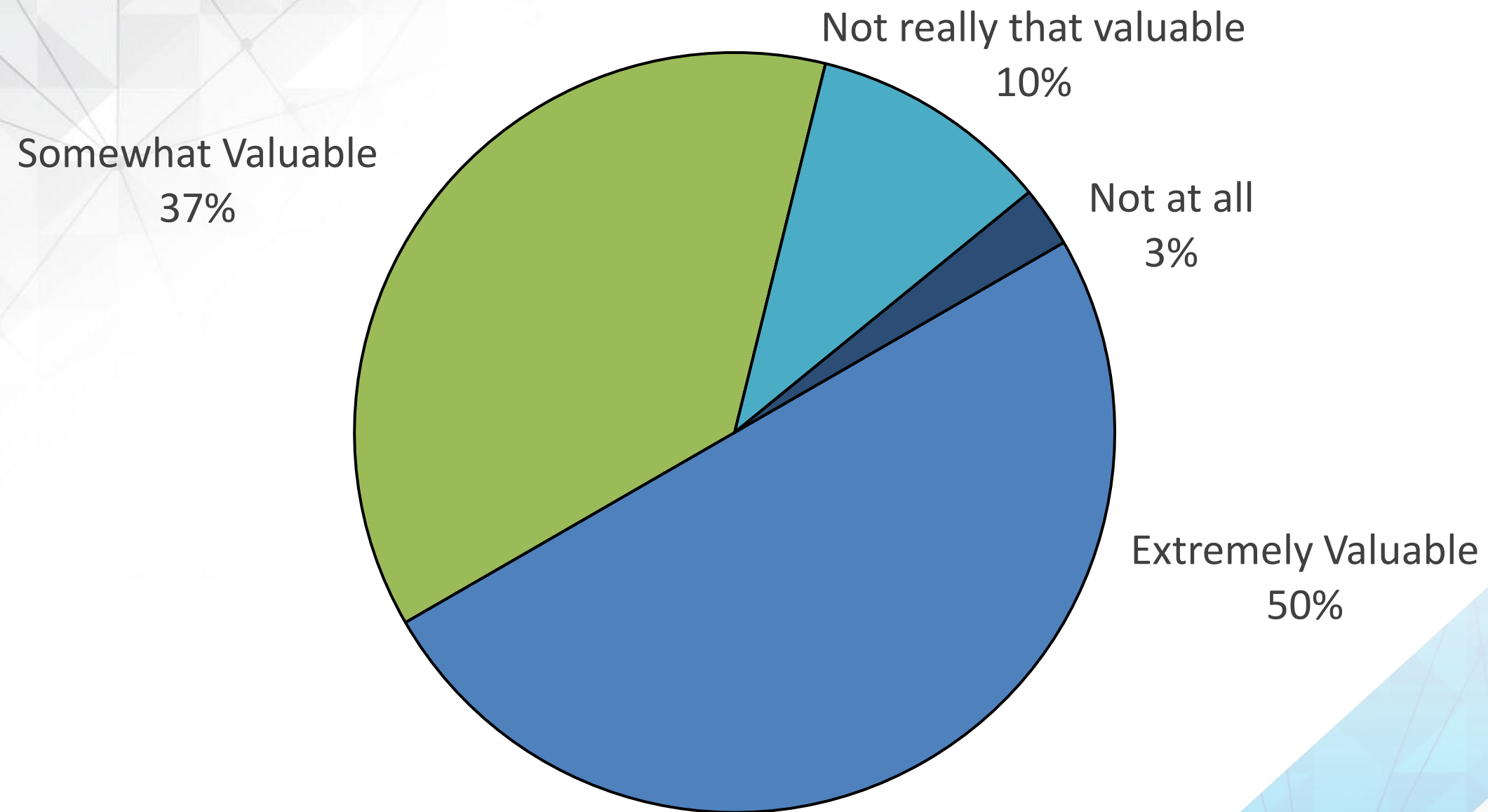


Full Sample

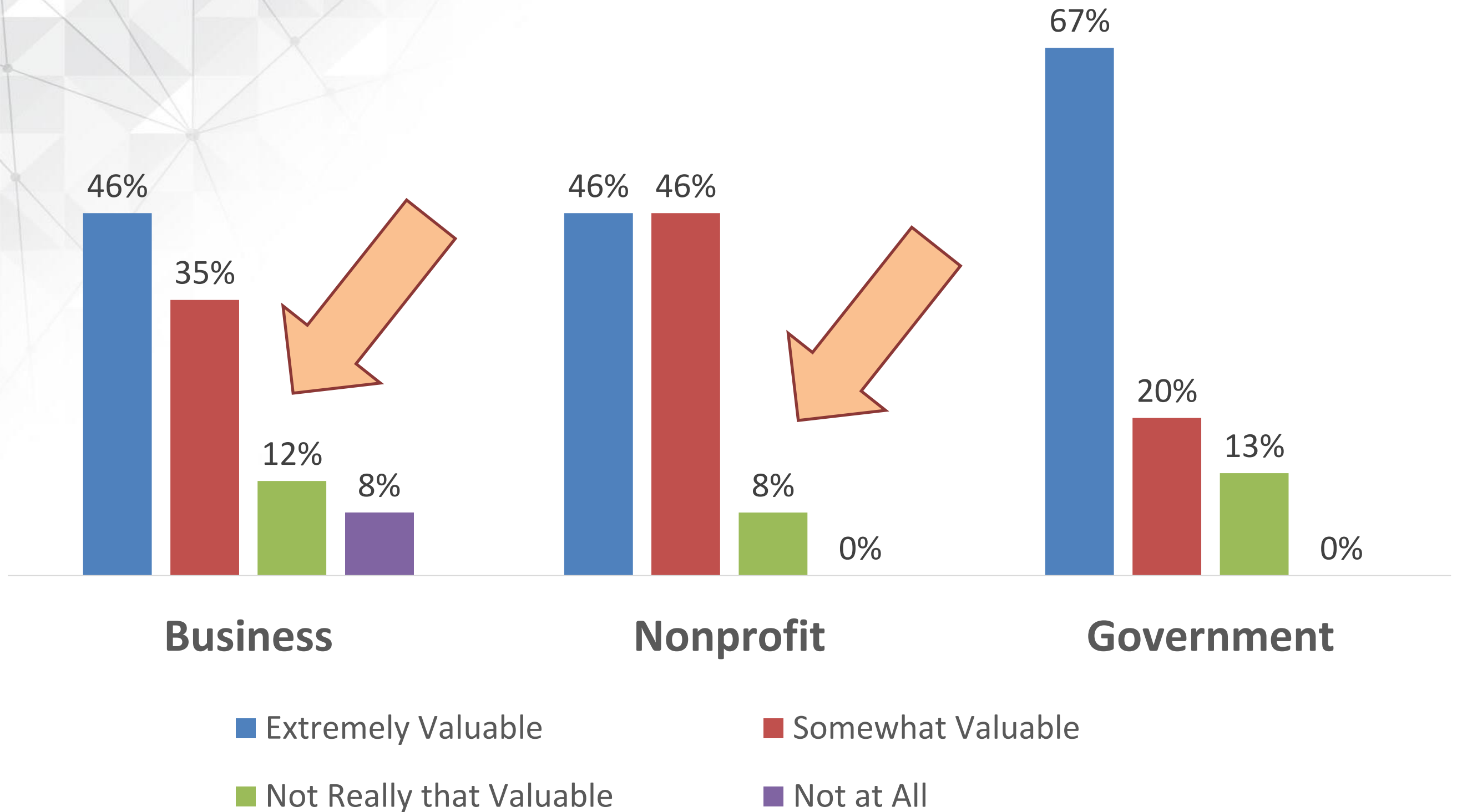
Sample Subset  
Businesses: 39%  
Nonprofits: 42%  
Government: 19%

# VALUE PROPOSITION:

## Sub-set of those that *have* worked with us



# VALUE PROPOSITION: Those that *have* worked with us (*by each category*)





# Awareness of Specific Services



**Recruitment & Training Services**: Help expand the reach and ability of a business to recruit employees, interns, and apprentices; programs including planning, recruitment, and compensation



**Data Insights, Intelligence & Analytics**: long-term, future-oriented market and economic research; skill gaps or talent needs; short-term employment-related data and insights relating to industries, careers and competitors



**Community Partnerships**: connect businesses with industry leaders, training institutions, and government funding



**Business Consultation**: customized planning; ideas to help businesses recruit, retain and cultivate new sources of employees

# Awareness of Specific Services

**Awareness.** Did you know that these services can be provided to local businesses for free by CareerSource (Y/N)?

**Current Need.** To what extent are the following services currently needed by your business or constituents?

**Increasing Need.** To what extent do you expect your need for this service will increase in the next 1-3 years?

**Trust.** Would you trust CSCF for [each service]?

**WTE.** Would you be Willing To Engage CSCF for [each service]?

# Awareness of *Specific Services That We Offer*



## **STRENGTHS: Highest awareness levels:**

- *Nonprofits & Pu:* apprenticeships & partnerships/training/funding
- *Businesses:* apprenticeships & recruitment

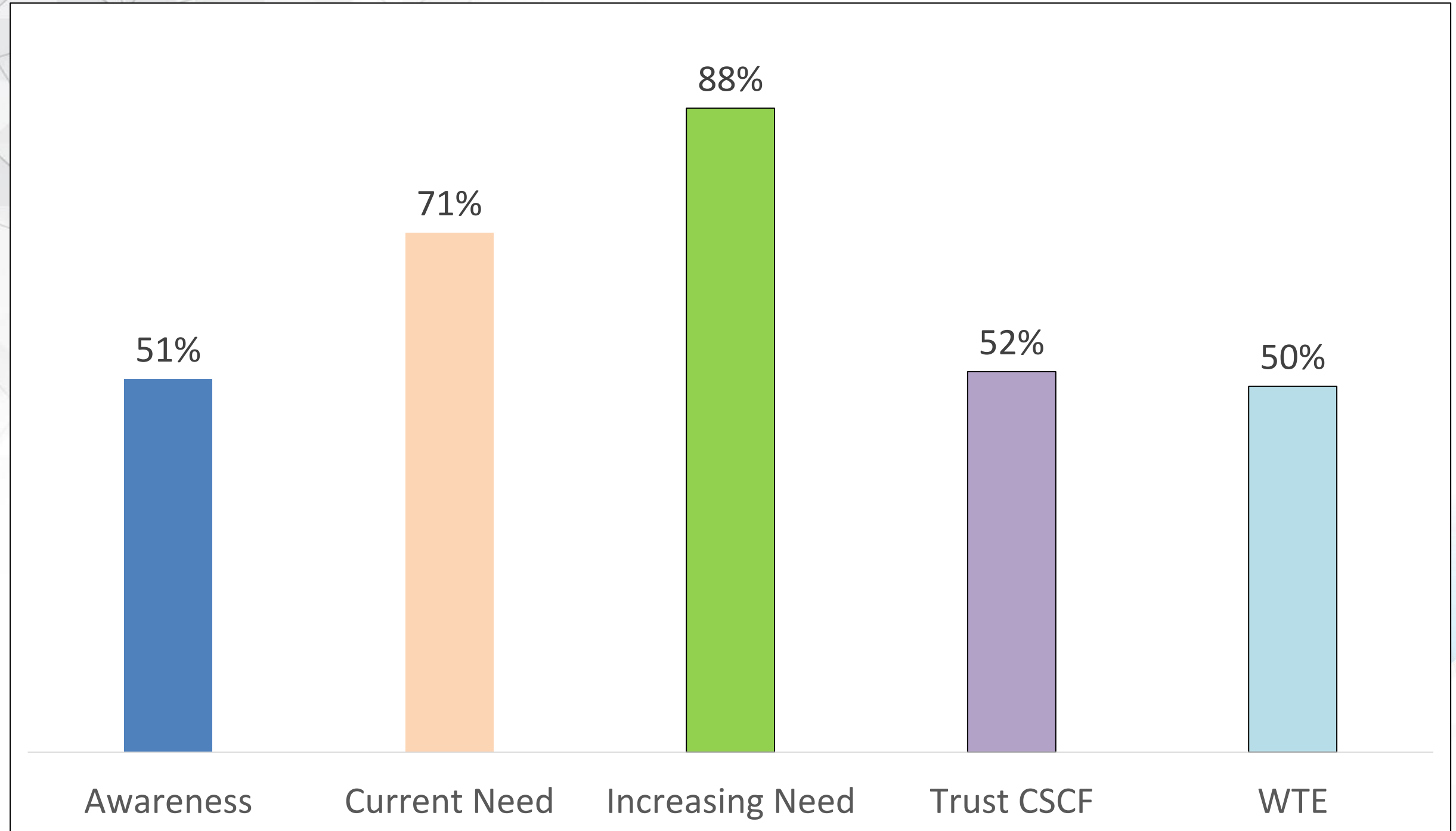


## **OPPORTUNITIES: Lowest awareness levels:**

- *All 3 audiences:* Business insights, analytics & consulting
- *Business:* also low in partnership/training/funding

# Recruitment & Training Services

Help businesses recruit employees, interns, and apprentices



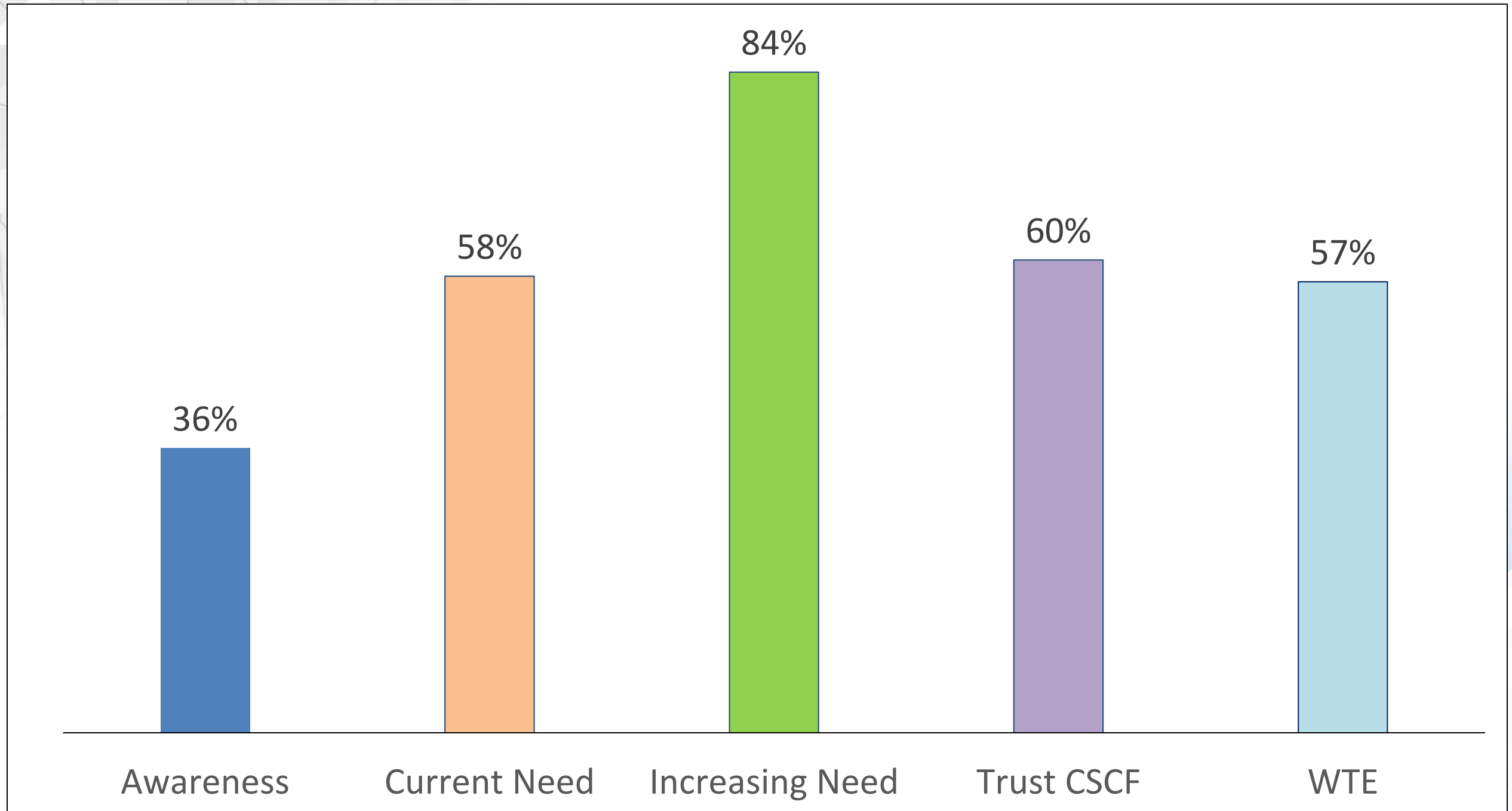
## Why not Willing to Engage (WTE)?

- perceived lack of expertise
- inconsistent responsiveness



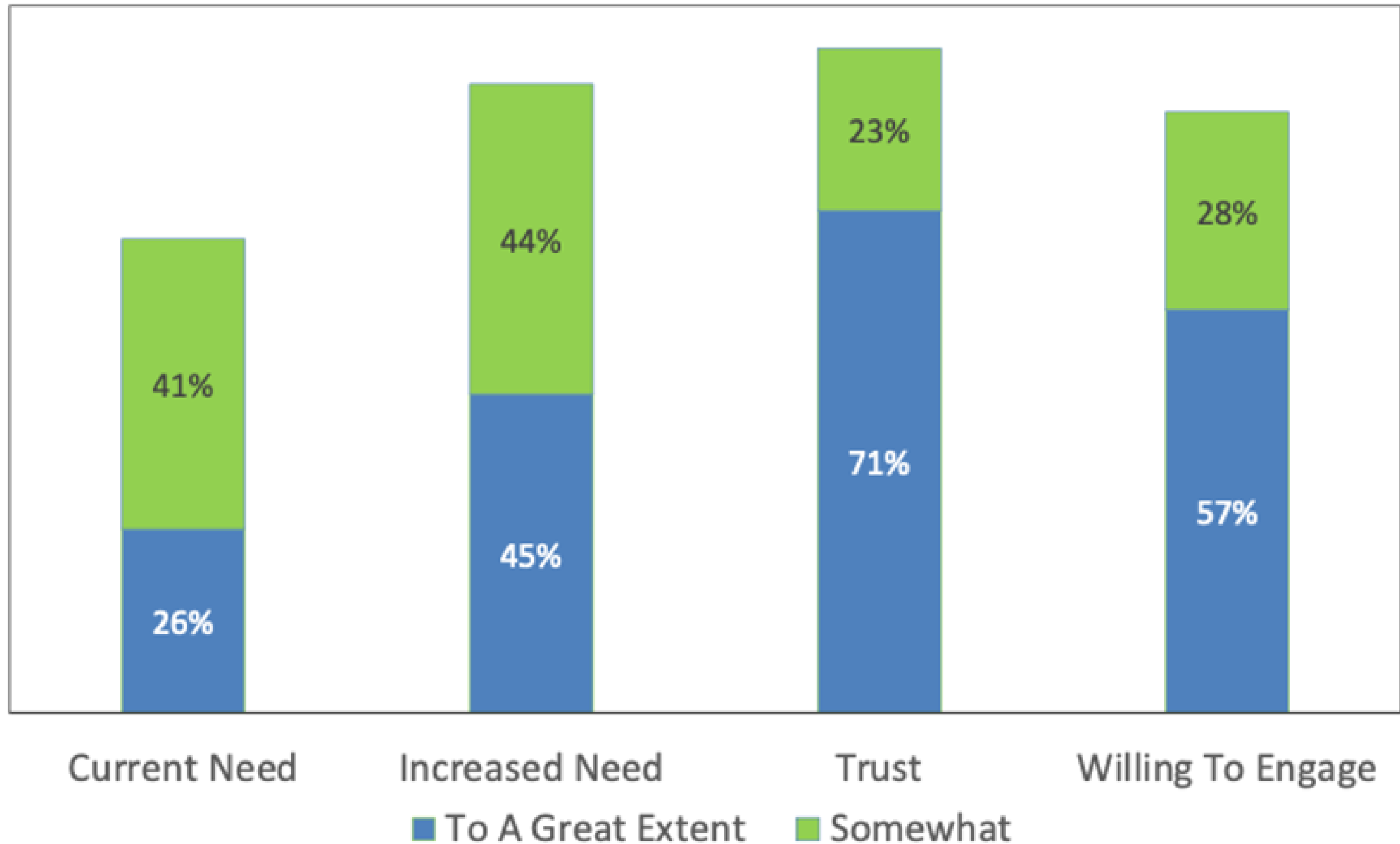
# Data Insights, Intelligence & Analytics

Long-term, future-oriented market and economic research; skill gaps or talent needs; short-term employment-related data and insights relating to industries, careers and competitors



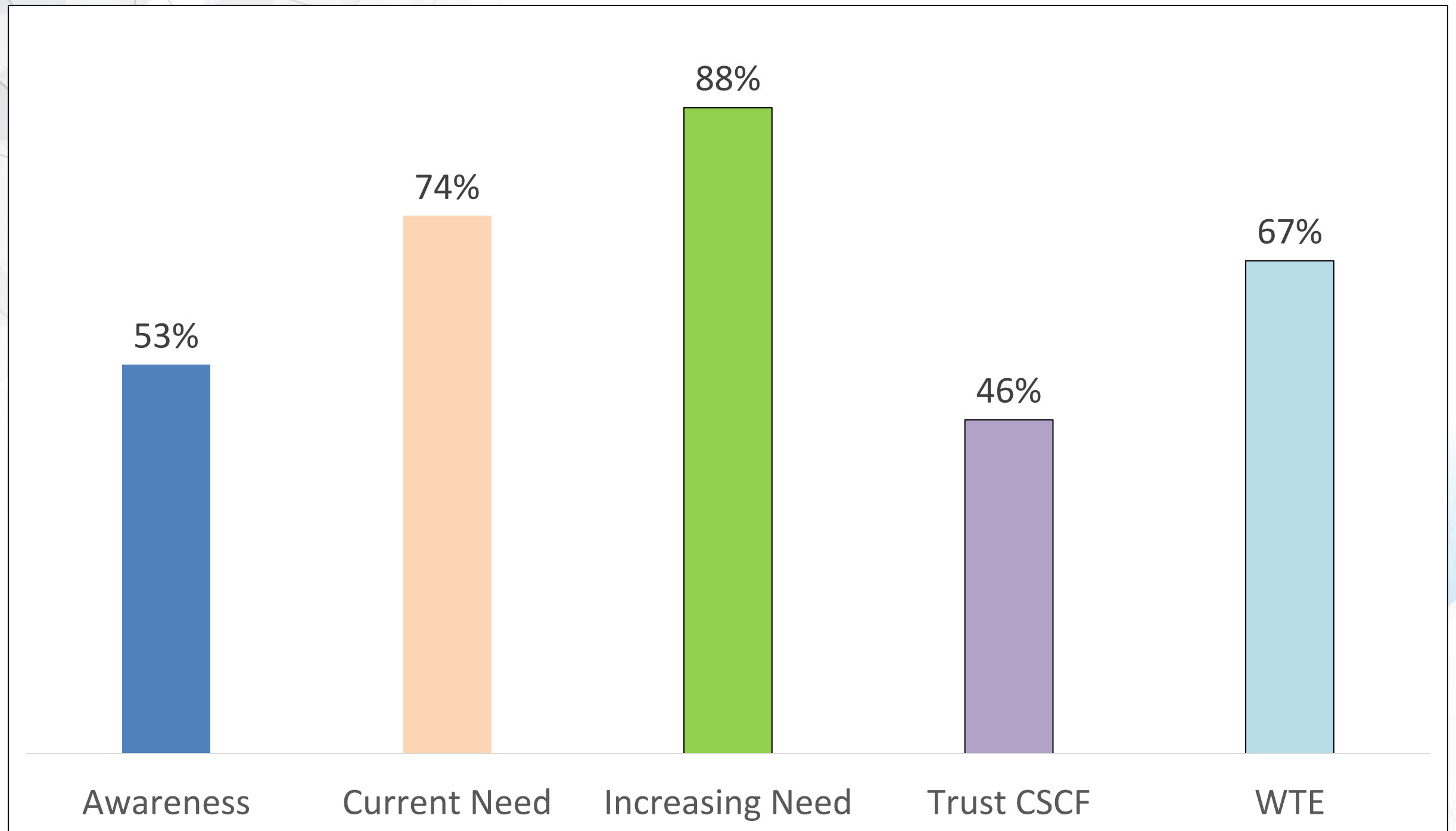
# Data Insights

*Of those currently working with CSCF...*



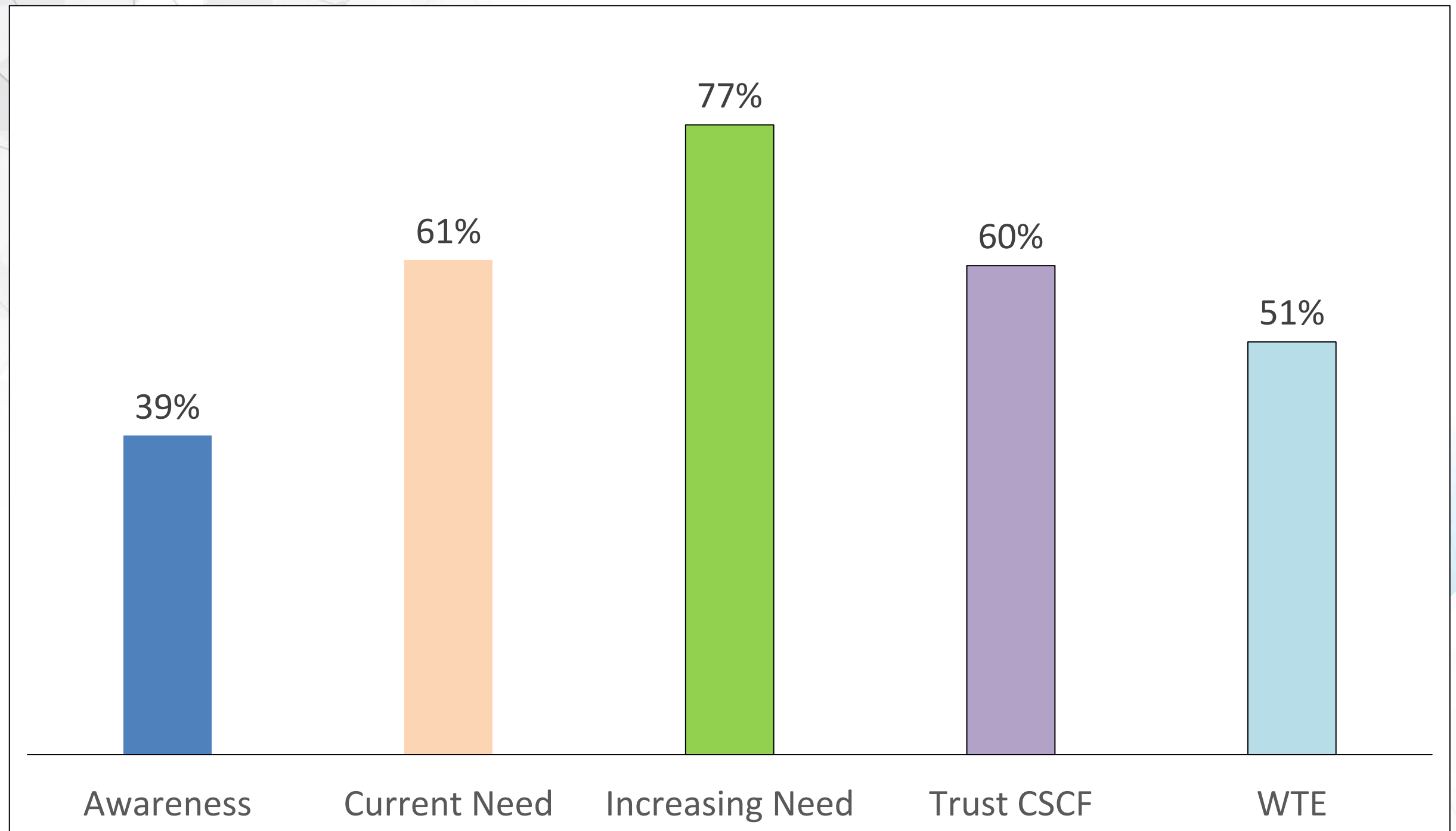
# Community Partnerships

Connect businesses with industry leaders, training institutions, and government funding

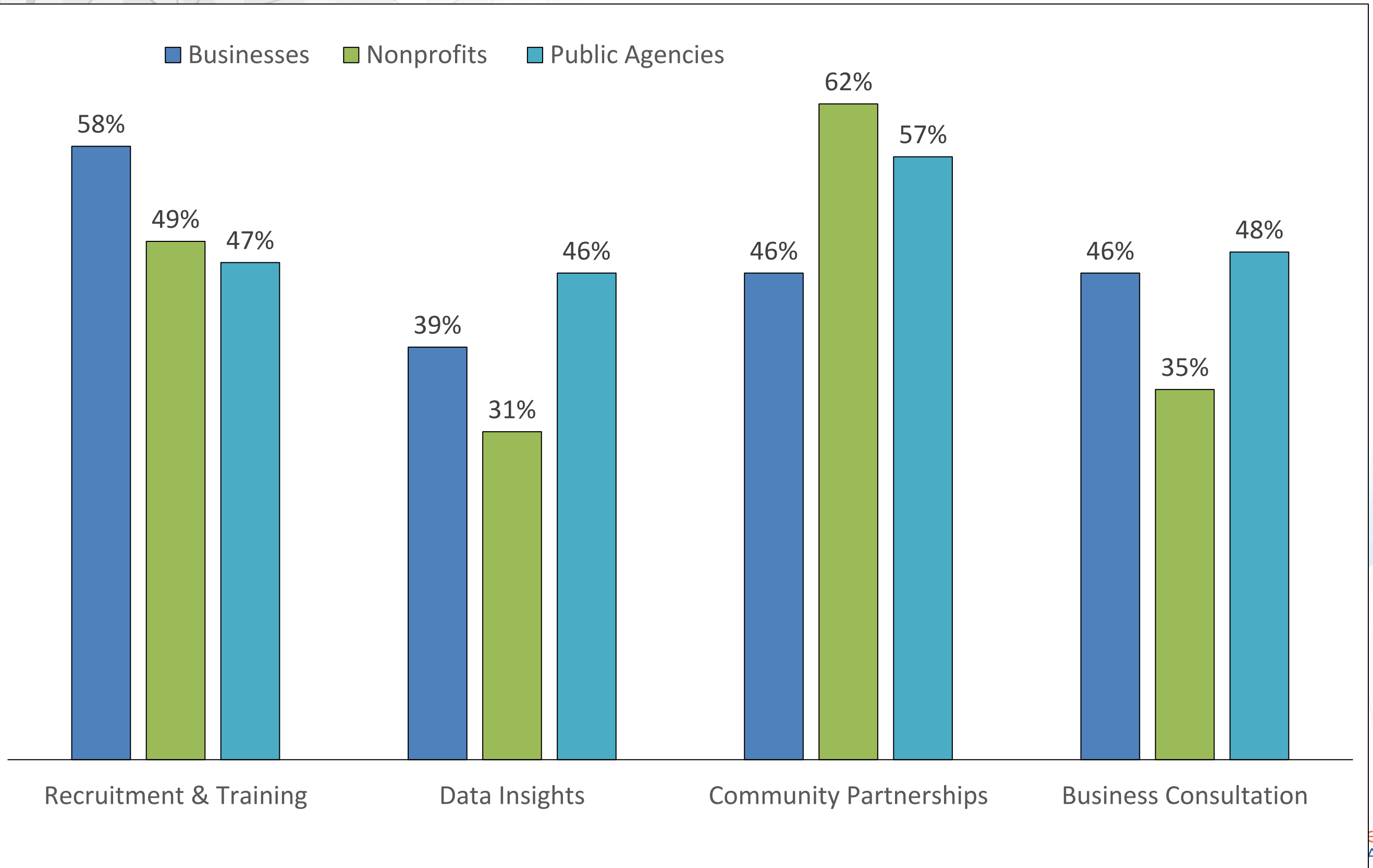


# Business Consultation

Customized planning; ideas to help businesses recruit, retain and cultivate new sources of employees



# Awareness of Services







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# OTHER BUSINESS



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# ADJOURNMENT



# THANK YOU!

