



## 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.