



Community Engagement Committee Charter

Purpose:

The committee is charged with contributing their leadership and business experience to help CareerSource Central Florida (CSCF) achieve its vision of *inspiring people, transforming businesses, and elevating the Central Florida community* across the five-county region.

Goals:

Through strategic advisory meetings 4-6 times a year, committee members will contribute insights and review strategies to support CSCF in achieving the following goals:

1. Inspire residents and business leaders to engage in the many services CSCF offers to help improve their financial success and career growth.

Metric: Determine key qualitative and/or quantitative metrics that will assess conveying target messaging to audiences and drive business for the organization.

2. Create strong awareness and appreciation among critical civic and business stakeholders for the role CSCF serves to elevate the communities and economy of the five-county region.

Metric: Assess base level of stakeholder knowledge of the organization's programs and services through an initial community organization survey. Resulting feedback will then inform the development of an updated strategic community plan.

Responsibilities:

Provide guidance and counsel on community plans and outreach initiatives to ensure alignment with key industry, civic and economic development organizations.

Provide feedback on communications and marketing messaging that tells the CSCF story of services we offer and our role in creating a stronger, more prosperous local community for businesses and residents alike.

Serve as the "eyes and ears" of CSCF in the business community and provide insights that assist CSCF in ensuring that appropriate business needs are being addressed and messaging and programs are resonating with the community.

Review annual budget to ensure CSCF is serving as fiscally responsible stewards in all communications and community and stakeholder engagement programs.



Structure:

- The committee reports to the Board of Directors.
- The Board Chair appoints all committee members and designates the Committee Chair.
- The committee is comprised of both board and non-board community leaders and regional experts in marketing, public relations, government relations and/or communications.
- Members must be able to participate in 4-6 committee meetings per year. As feasible, we also request that members serve as CSCF executive ambassadors within their own professional circles to promote the organization's contributions and services in the community.
- The Committee Chair is responsible to report on the Committee activities at the full Board meeting.
- Please note that all committee meetings are open to the public and all minutes and agendas are accessible on the CareerSource Central Florida website.
- Relevant materials for each meeting will be emailed to members one week prior.
- Committee's staff liaison: Vice President of Strategic Communications Becca Bides. Contact information is cell (407) 280-5037; email BBides@careersourcecf.com.