

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

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 3rd 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.

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

Respectfully submitted,
Kaz Kasal