

## Revenue Diversity Ad Hoc Committee Meeting

Wednesday, January 17, 2018  
3:00 p.m.

### MINUTES

**MEMBERS PRESENT:** Eric Jackson, John Gill, Richard Sweat and Debbie Clements (Board Guest)

**MEMBERS ABSENT:** Glen Casel

**STAFF PRESENT:** Pam Nabors, Leo Alvarez, and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> Mr. Jackson, Committee Chair, called the meeting to order at 3:09 p.m. and welcomed those in attendance.	
2	<b>Roll Call / Establishment of Quorum</b> Ms. Kasal, Executive Coordinator, reported that there was a quorum present.	
3	<b>Public Comment</b> None offered.	
4	<b>Approval of Minutes</b> The Committee reviewed the minutes from the 11/20/17 Revenue Diversity Ad Hoc Committee Meeting	<b>A motion was made Mr. Gill and seconded by Mr. Sweat to approve the minutes from the 11/20/17 meeting. Motion passed unanimously.</b>
5	<b>Information/Discussion/Action Item</b> <u>Ticket To Work (TTW) Revenue Strategy</u> Mr. Alvarez, CSCF Chief Financial Officer, referred to the memo (attachment) outlining CSCF's strategy to build a more robust Ticket to Work program and reviewed revenue goals, projecting a 35% annual increase over a 5-year period. Ms. Nabors added that this strategy is a now more intentional with increased individual case management to keep track and provide additional support to TTW customers (i.e. soft skills training) to help increase their financial independence and self-sufficiency outcomes, which will maximize revenue.  Ms. Nabors stated that CareerSource Broward's TTW program is yielding \$500,000. As CSCF is bigger region, with more TTW customers than CareerSource Broward,	

CSCF's long term annual goal of \$750,000 is reasonable. CSCF is working with CareerSource Broward to review their TTW processes.

The Committee discussed and provided the following feedback:

- Craft the operational plan to include staff performance goals working with the existing pool and potential pool of TTW customers.
- Consider staff incentives.
- CSCF staff should visit CareerSource Broward to attain hand-on knowledge of their TTW processes.

Case Statement for Youth Program

Mr. Alvarez referred to the document entitled "The ABC's of Youth Employment" which provides a case statement on how CSCF's youth program is positively impacting youth to achieve their high school diploma/GED and attain employment, and why the community should privately invest in the program so more youth can be served. The document outlines, with supporting data, the problems and challenges the youth population is facing in completing their education and/or attaining stable employment and CSCF's strategy by helping youth get **A job, Better Job, Career**. The Committee discussed and provided the following feedback:

- Community investment should include "mark-up"
  - determine program cost per youth and mark up for profit, which can be reinvested to expand the program.
- Attain increased investments from counties.
- Private funding can provide services for in-school youth (ISY), as government funding has restrictions in serving ISY.
- Selling point: "Pay CSCF to manage the intern for you"
- Selling point: "Priming the future workforce" - otherwise youth will leave this area.
- Formulate the strategy in the same way as TTW.
- Vet ideas with stakeholders for their feedback.

Next Steps

The Committee concurred the following:

*Staff to visit CareerSource Broward and learn their TTW processes prior to the next Revenue Diversity Ad Hoc Committee.*

*Staff to complete TTW operational plan and prepare bullets in readiness for full Board review at*

	<ul style="list-style-type: none"> <li>- Staff to bring formal strategy on TTW to 2/22/18 Board meeting.</li> <li>- Staff to fine tune youth statement</li> </ul> <p><u>Upcoming Meeting Date</u>          The Committee asked Ms. Kasal to send a survey to poll for dates in March for the next meeting.</p>	<p><i>the 2/22/18 meeting.</i></p> <p><i>Staff to fine tune youth statement - formulate operational plan like TTW.</i></p> <p><i>Ms. Nabors to have Mr. Brewer review drafts on TTW program and youth case statement and operational plan for his input.</i></p>
	<p><b>Other Business</b>          Ms. Nabors provide hurricane grant updates.</p>	
8	<p><b>Adjournment</b>          There being no other business, the meeting was adjourned at 3:57 p.m.</p>	

Respectfully submitted,  
  
 Kaz Kasal  
 Executive Coordinator