

Revenue Diversity and New Markets Committee Charter

Purpose:

The Revenue Diversity and New Markets Committee reports to the Board of Directors and provides strategic oversight in the development of CareerSource Central Florida's short-term and long-term revenue growth strategies, specifically the development of new, diversified funding streams.

Fostering diversified revenue is one of the top priorities for the Board of Directors, as this funding not only provides organizational stability when federal monies vary year-over-year, but also increases the organization's ability and resources to evolve and create innovative, and future concepts to serve the region's businesses and residents.

Goals:

Through strategic advisory meetings 3-5 times a year, committee members will contribute insights and review strategies to support CSCF in achieving the following goals:

1. Identify and create strategies to increase CareerSource Central Florida's diversified revenue streams (Non-FloridaCommerce Funding), resulting in Organizational growth, stability, sustainability, and greater flexibility in the delivery of services.

Metric: Develop a one-, three-, and five-year revenue growth plan. Create a budget to measure progress against goals and make adjustment recommendations when necessary.

2. Provide strategy and oversight over CareerSource Central Florida's General (Unrestricted) Funds.

Metric: Develop a one-, three-, and five-year business plan that includes projected unrestricted revenue growth, reinvestment of funds, and reserve balance. Annual budgets will be measured against actual and adjustment recommendations will be made when necessary.

Responsibilities:

- Review and provide guidance with respect to CareerSource Central Florida's short and long-term diversified revenue growth initiatives.
- Periodically, review and evaluate CareerSource Central Florida's progress in implementing its short and long-term strategic revenue growth plans, discuss appropriate modifications to such plans to reflect changes in market or business conditions and recommend appropriate action to the Board as necessary.
- Serve as an ambassador to CareerSource Central Florida in the business community and provide insights and opportunities with partner contacts that could lead to new or enhanced funding opportunities.

Structure:

- The committee reports to the Board of Directors.
- The Board Chair appoints all committee members and designates the Committee Chair.
- Members must be able to participate in 3-5 committee meetings per year. As feasible, members will 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. (NOTE: 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 to scheduled meeting.