

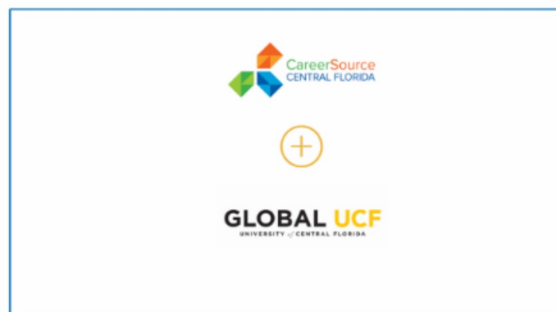
INSIGHTS



Board Priority: Revenue Diversity

It's no secret that the entire organization is hyper-focused on the \$7M CARES Act grant and helping Central Florida residents impacted by COVID-19 find employment.

Over the next few weeks, we're shifting a lot of our resources to some new initiatives to help achieve these goals. You're hearing about the numbers and our impact regularly in board and committee meetings, but let's take a deeper dive at what's coming up in October in this edition.



North Star Strategy: Value Creation through Relationships

A new partnership. With another wave of hospitality workers laid off or furloughed expected to increase to 75,000 in the coming weeks, we're getting ready. We recognize that a large portion of those affected will have a language barrier that will prevent them from getting back to work quickly - workers with largely transferable skills for the healthcare industry.

[More About the Partnership](#)

HEALTHCARE WEEK

October 19 - 23, 2020

North Star Strategy: Talent Solution Consultants

We'll be gearing up to shift gears for Healthcare Week - October 19-23. The entire week will be devoted to the healthcare industry and helping thousands of residents from every county enrolled in soft skills training and development. The week will end with two virtual healthcare job fairs with all the major healthcare and medical providers attending representing hundreds of available positions and opportunities.

Push.

Board Priority: Deliver Talent Solutions to Ignite Potential

Beginning in October, in partnership with PUSH agency, we're launching a comprehensive outreach marketing campaign to raise awareness to help meet our short-term and long-term goals. Some of these efforts include paid advertising and a robust schedule of social media marketing promoted posts and direct mail.

In addition, we'll connect with local media for more frequent television coverage, we've added a dedicated area on the website for both businesses and career seekers, targeted email marketing messaging, and regular updates to public affairs and key community stakeholders, training partners and updates to staff. Weekly updates to the County, regular press releases and social media marketing updates are planned as well.

CSCF Website: Help is Here

TRENDS

October is
Manufacturing Month

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North Star Strategy: Talent Solution Consultants

October is Manufacturing Month, where we recognize the value manufacturing brings to the local and state economy. Designated as one of the region's high-growth industries, manufacturing is a high-skilled, high-wage industry. Certified skilled talent and degreed construction management programs are needed now with growth in the Central Florida area at an all-time high. It's an industry critical to our economic recovery in the coming years with colleges and technical schools offering dozens of career paths. No wonder there's a whole month dedicated to it.

[More on Manufacturing Month](#)



North Star Strategy: Value Creation through Relationships

Board engagement is on the rise. The new West center's entrance at the West Oaks Mall is out of this world with exciting new graphics that make people want to explore what we're all about. Board members, Mark Wylie, Sheri Olson and Mark Havard visited CSCF's new digs at the new West Career Center this month. Each took a tour and were walked through the use of each room, including new Covid-required safety protocols and traffic flow. It's a great way to get a feel for the customer journey. Contact Kaz Kasal if you'd like to schedule one too!

[Schedule a Visit](#)

Spotlights

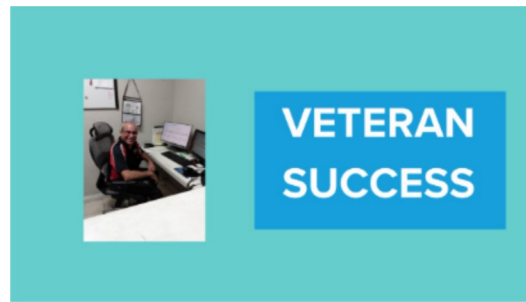


North Star Strategy: Value Creation through Relationships

Paying it Forward. Last year, we featured Delany Aquino in a success story when she was an unemployed youth and parent, and receiving food stamps when she first came to CSCF. Delany was receiving gas assistance to attend classes at Valencia College for a Health Science specialization in biology degree. Before she even completed her Clinical Medical Assistant program,

she had received an offer letter and sign-on bonus from Saint Cloud Medical Group .

Delanys is now paying it forward by sharing her personal journey and knowledge with Valencia's healthcare students in Poinciana.



North Star Strategy: Talent Solution Consultants

Alex Aviles, owner and operator of Dealer Service Alternative (DSA), reached out to CSCF back in February this year. As a veteran himself, he expressed a targeted interest in hiring veterans because of the experience and work ethic that veterans tend to bring into their work performance.

[Read More](#)



All Committee and Consortium Meetings will be held virtually.

- **Governance Committee - Thursday, October 7th | 9 – 11:00 am**
- **Audit & Finance Committee – Thursday, October 13th | 2:30 – 4 pm**
- **Revenue Diversity Ad Hoc - Wednesday, November 4th | 3 – 4:30 pm**
- **Career Services Committee - Thursday, November 19th | 3 – 4:30 pm**
- **Executive Committee - Thursday, December 10th | 9 – 10:30 am**
- **Board & Consortium Meeting -Thursday, December 17th | 9 – 11 am**

[2020-2021 PY Board& Committee Meeting Schedule](#)

CONNECT WITH US!



CareerSource Central Florida is an equal opportunity employer program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers on this document may be reached by persons using TTY/TDD equipment via 1-800-955-8771 - Voice: 1-800-955-8770.



Employ Florida links all of Florida's state and local workforce services and resources through the partnership of the **Department of Economic Opportunity and CareerSource Florida, Inc.** There are **24 Local Workforce Development Areas** and nearly 100 CareerSource Centers located statewide offering in-person, one-on-one personalized assistance to job seekers. The Employ Florida toll free number is **1-800-438-4128**.

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