



Lights! Cameras! Inaction?

By Laura Byrnes

Regardless of the leading role manufacturing, technology, logistics and healthcare plays in the economic well-being of our communities, there's a persistent belief that no one knows the story.

That's what we've been told by employers ready and willing to grow their business and eager to hire qualified, skilled talent. If they can find it.

To ensure that talent is available, we need to let tomorrow's workforce know about career opportunities available right here in Citrus County as well as within our three-county area. Moreover, they need to know what skills are needed and how they can get them – in many cases in our own backyard.

We believe we have struck on a fairly good way to assist employers do this with minimal fuss and at nominal cost.

The successful Career Awareness / Talent Pipeline video project launched last year in Marion County is coming to a theater near you. And by theater, I mean classroom, social media platform, website and the like.

So, I have just one question: are you ready for your close up?

That's right, it's time for you to star in your own story – after all, who better to tell it than you?

The video project, in partnership with the Mid-Florida Regional Manufacturers Association, showcases the variety, strength and growth of

businesses in the key industry sectors I mentioned earlier. They will be shown to students, their parents, teachers and other staff throughout the public school system and at youth career expos, job fairs and other hiring events.

Moreover, they're featured on our YouTube channel and promoted through our social media and website. The 20 videos produced so far have garnered tens of thousands of views and have been watched for scores of hours.

In addition to ways we promote the videos, participants also receive their own copy to use as they see fit. Companies have posted the videos to their social media sites, one screens it for visitors during plant tours and has provided a copy to prospective clients, another features it on the About Us section of their website. You get the picture.

Each 50-60 second video is professionally produced by Digital Fury Productions. In terms of the "minimal fuss" I mentioned, a company representative of your choosing will come to a convenient Citrus County location – saving you the trip to the studio in Ocala – for a 10-15 minute on-camera interview that focuses on what your company does/makes, career opportunities and the skills required.

A few days later, Digital Fury will spend about 30 minutes at your company videoing only those operations that you select in advance. You will, of course, have the opportunity to view and approve the video before production wraps.

Why should your organization take a starring role in telling its own story?

Mindy Beegle, co-owner of Dimension Works, said the video has been "invaluable in terms of helping people understand who we are and driving people to reach out to us."

Bruce North, general manager of EurekaZone, said the video program "gave us quite a bit of exposure. We were able to leverage that effect, allowing us to expand our reach and our offerings and be recognized as a legitimate company."

The impact will be expanded through a companion series of videos featuring talent pipeline programs offered right here in our three-county area. Those include, but are not limited to, drafting, web development and digital design academies at Citrus High School; health careers, drafting and web development academies at Crystal River High School; web development academy at Lecanto High School; digital design at Cypress Creek Academy; and Automation Production Technology, Industrial Machinery Maintenance, Academy of Applied Welding Technology and the Power Industry Academy at Withlacoochee Technical College.

I know what you're thinking. Blockbuster videos, sure, but this sounds pricey. I said earlier that the cost on your end is nominal *and it is* because CareerSource CLM underwrites the program.

The value to you includes project coordination and logistics, video production and promotion along with your own copy. As a bonus, participants will receive a how-to marketing guide for maximizing use of their video. To top it off, our future workforce will learn about you *today*, along with available training, in time to develop the skills needed to help your business succeed.

Our video production team is ready to shine lights and roll cameras on your company. All we need from you is *action*.

To learn more, call us at 352-840-5764.

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