

**CAREERSOURCE CITRUS LEVY MARION
MARKETING AND OUTREACH COMMITTEE MEETING**

MINUTES

DATE: March 1, 2018
PLACE: Enterprise Center, Ocala, FL
TIME: 9:30 a.m.

MEMBERS PRESENT

Al Jones, AutoZone
Ted Knight, US Marine Corps League
Scott Owen, Suntrust
Pete Beasley, Rasmussen

MEMBERS ABSENT

Pat Reddish, Consultant
Travis Griffin, Capital City Bank
Solomon Sarway, CJs Power

OTHER ATTENDEES

Kathleen Woodring, CSCLM
Laura Isaacs, CSCLM
Laura Byrnes, CSCLM
Dale French, CSCLM

CALL TO ORDER

The meeting was called to order at 9:30 a.m. by Al Jones, Chair.

ROLL CALL

Laura Isaacs called roll and a quorum declared present.

APPROVAL OF MINUTES

Pete Beasley made a motion to approve the minutes from the Nov. 16, 2017, meeting. Seconded by Ted Knight. Motion Carried.

ACTION ITEM

There were no action items on the agenda.

STATUS REPORTS

- Marketing and Outreach Report: Laura Byrnes shared communications metrics, including website traffic, social media engagement, paid and earned media and more.

DISCUSSION ITEMS

- Discussion items were reviewed, including:
 - Workforce Update – Information about recent CSCLM events and involvements, including economic development assistance, grants, career awareness, Project Dunnellon, the Chiefland Career Center and others.
 - Placements vs. Obtained – Information about how placements and obtained employment figures are calculated.
 - Reduction of placements due to changes in Wagner Peyser -- Statewide, regions are posting fewer placements due to changes in the way the Wagner Peyser program requires eligibility. Numbers across varying regions were compared to CSCLM's.
 - Marion County Youth Expo: Information about the Marion County Youth Career Expos, which were held Feb. 13-14, 2018.

MATTERS FROM THE FLOOR

None.

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:53 a.m.

APPROVED:
