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May 2017



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CareerSource
Citrus Levy Marion

**Serving Both Sides
of the Workforce Coin**



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Perhaps the most innovative way to bring together citizens, employers, and education providers is done by the local, business-led nonprofit known as CareerSource Citrus Levy Marion (CLM). This company connects employers with qualified, skilled talent and Floridians with employment and career development opportunities. The goal is to bring these groups together in an effort to develop programs that support high-quality education/training and employment services in order to meet regional workforce needs. The best part? It's completely free!

CareerSource CLM, part of the unified CareerSource Florida system of 24 workforce development areas, is a proud partner of the American Job Centers network. There are over 600 boards in the nation's workforce development system which covers all of the United States, as well as Puerto Rico and the US Territories.

"Leveraging public-private partnerships is extremely important to the economic well-being of our communities," said Rusty Skinner, who has worked in the field since 1973 and has served as CEO of CareerSource CLM since 1996, when the organization was known as Workforce Connection. "Our vision is to be recognized as the number one workforce resource in the state of Florida by providing meaningful and professional customer service that is reflected in the quality of our career candidates and employer services."

Skinner adds that, in doing so, CareerSource CLM can remain nimble and responsive to local needs, focusing resources on key industries in each county, the tri-county area and the shared needs in the surrounding regions when necessary.

He then pointed to some recent examples of these partnerships:

- **The Talent Center**, an affiliate brand in partnership with the College of Central Florida, which provides comprehensive employment services to professional-level and highly-skilled technical candidates, postsecondary students and recent graduates, and to employers seeking those candidates. The Talent Center is located at CF's Ocala campus but available to employers and eligible career seekers regardless of where they work, live or attend school in the three-county area.
- **Youth Career Expos** held in January and February in partnership with the Ocala/Marion County Chamber & Economic Partnership, the Public Education Foundation of Marion County, Marion County Public Schools and the Mid-Florida Regional Manufacturers Association (MRMA)
- **Career Awareness-Talent Pipeline Video Project** focuses on filling skills gaps and anticipated workforce shortages by partnering with businesses in targeted industries, local schools and higher-education institutions to help keep young talent in our community.

Last year, the program served nearly 30,000 individual career seekers. Of this total, over 2,500 were veterans, and nearly 9,000 jobs were placed. Additionally, they served over 1,300 employers, which posted more than 6,000 jobs in the year.

For those seeking employment, CareerSource CLM's fee-free services include career counseling, employability skills workshops, candidate assessments, training assistance and job placement. These are offered at career centers in Ocala, Chiefland and Lecanto as well as through mobile

resource units and the new Talent Center, which is located at CF in Ocala.

The best way to gauge how well CareerSource CLM is doing is to ask those served by front-line staff, said Kathleen Woodring, who joined CareerSource CLM in 1997, became chief operating officer in 2005 and last year was named executive vice president.

Those on the front-lines must possess equal parts competence and compassion – while getting results. For Woodring, the perfect example of that is Shiyann Adams, one of CareerSource CLM's job readiness coaches and the area's current Workforce Professional Champion. Adams, who earns near-perfect customer satisfaction scores, said her motto is simply "to be an asset in life and not a liability."

"No surprise there, as Shiyann is a shining light of joy that walks into our center every day," Woodring said. "She lights up the lives of each of her co-workers and customers with each and every interaction."

One of those customers said: "My coach was very helpful, very good at her job, friendly, showed she truly cared and gave me the confidence I was lacking just by the way she treated and respected me ... Without her help, I would not have done as well on my job interview."

On the flip side of that services coin, CareerSource CLM's team of experienced business development professionals offers employers an integrated talent support solution to help find, develop and keep talented employees.

Another major advantage for employers is what Brenda Chrisman, career centers and business service officer for CareerSource CLM since 2010, likes to call a "try before you buy" safety net. They can offset costs of hiring and training eligible new employees in targeted industries who may lack the skills or experience for the job, but who would otherwise be an asset to your staff. Training grants for employers include On-



the-Job Training (OJT), Paid Adult Internships and Paid Work Experience Trainee. "It allows you to train your new hire the way you want, specific to your company's needs," Chrisman adds.

"Think of us as your human resources partner," Chrisman says. "We understand the challenges business leaders face every day. Not every business has an HR director on staff let alone a separate HR department. We help companies of all sizes recruit, screen, hire, train and retain the talent needed to succeed."

Additionally, CareerSource CLM is well-known for its hiring events and career fairs. These hiring events are customized to fill individual employers' immediate recruiting needs and can be held at a Career Center, the business' workplace or an alternate site such as the College of Central Florida. Examples include the two-day FedEx hiring event that took place last summer, drawing more than 1,700 candidates, and the three-day hiring event for Earth Fare in March. From July 2016 through March 2017, CareerSource CLM has facilitated more than 90 hiring events with over 3,200 career seekers.

Career Fairs are a fast, efficient and effective way for multiple employers to meet with hundreds of candidates in one place on one day. Logistics, promotion and staff support are provided at no charge.

Career Fairs in Ocala and Lecanto in March featured a total of 50 area employers.

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If that isn't enough, take a look at some of the testimonials of people who have taken advantage of what CareerSource CLM has to offer:

Bruce North, general manager of Eureka Zone in Ocala, said "CareerSource is one of those tools small businesses really need to look into...they're a very efficient organization that acts as an extension of your own company."

Mindy Beegle, co-founder of Dimension Works, said that "CareerSource has been a great partner to us and it's really been invaluable...not only does CareerSource help us in looking for employees, but they're also very helpful in helping us get the word out about who we are and what we do."

Winco Manufacturing Plant Manager Joe Corley said simply, "If you haven't tried partnering with CareerSource, you really should."

Regardless of which side of the workforce coin you are on - whether you are a career seeker or an employer - CareerSource CLM is here to serve you!

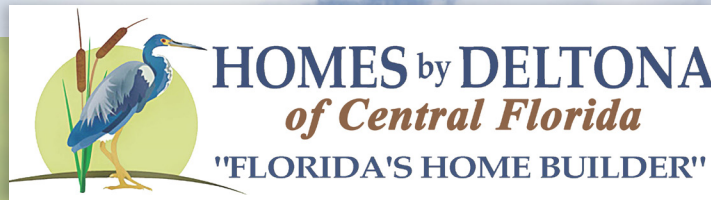
Laura Byrnes, APR, CPRC, is the Communications Manager at CareerSource CLM. She can be reached at 352-291-9559 or 352-816-1264. CareerSource CLM Career Center is located at 2703 NE 14th St. Ocala, Florida They can be reached at 352-840-5700

The Talent Center is located at 3003 SW College Road, Suite 101 Ocala, Florida They can be reached at 352-840-5762

Their Business Development Center is located at 3003 SW College Road, Suite 205 Ocala, Florida They can be reached at 352-873-7955

Careersourceclm.com Stay Connected with CareerSource CLM on Facebook, LinkedIn, Google Plus, Twitter and YouTube and with Talent Center via Facebook and Instagram.

CareerSource Citrus Levy Marion and its affiliate Talent Center, in partnership with the College of Central Florida, are equal opportunities employers/program. Auxiliary aids and services are available upon request to persons with disabilities and in Spanish. Voice telephone numbers may be reached using TTY/TDD equipment via the Florida Relay System at 711. For accommodations, call 800-434-5627, ext. 7878 or 844-362-9859, ext. 7879.



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Talent Center at the College of Central Florida is an affiliate of CareerSource Citrus Levy Marion in partnership with CF.

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