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Marketing and Outreach Committee Meeting

College of Central Florida
Enterprise Center, Suite 206
Ocala, FL

http://careersourceclm.adobeconnect.com/marketing-3-1-2018

Audio Dial-In: 1- 866 848-2216 – after prompt, enter code 5355193397#

March 1, 2018 – 9:30 a.m.

AGENDA

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF MINUTES – Nov. 16, 2017, Pages 2-3

D. ACTION ITEMS

E. DISCUSSION ITEMS
- Workforce Update, Pages 4-6
- Employment Credit: Placement vs Obtained, Pages 6-15
- Reduction in Placements due to changes in Wagner-Peyser, Pages 16-19
- Marion County Youth Expo, Pages 20-29

F. STATUS REPORTS
- Marketing and Outreach Report, Page 30

G. MATTERS FROM THE FLOOR

H. ADJOURNMENT

CAREERSOURCE CITRUS LEVY MARION
MARKETING AND OUTREACH COMMITTEE MEETING

MINUTES

DATE: No. 16, 2017
PLACE: Enterprise Center, Ocala, FL
TIME: 9:30 a.m.

MEMBERS PRESENT

Becky Magwood, Capital City Bank
Ted Knight, US Marine Corps League
Al Jones, AutoZone
Travis Griffin, Capital City Bank

MEMBERS ABSENT

Pat Reddish, Consultant

OTHER ATTENDEES

Rusty Skinner, CSCLM
Kathleen Woodring, CSCLM
Laura Isaacs, CSCLM
Laura Byrnes French, CSCLM

CALL TO ORDER

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

ROLL CALL

Laura Isaacs called roll and a quorum declared present.

APPROVAL OF MINUTES

Al Jones made a motion to approve the minutes from the Aug. 17, 2017, meeting. Seconded by Ted Knight. Motion Carried.

ACTION ITEM

DISCUSSION ITEMS

Rusty Skinner presented the committee with information about the following items:

- Chewy promotion: Chewy.com is a pet product online retail and distribution company opening a fulfillment center in Ocala in seeking to hire approximately 200 people for early January start dates. Hiring events are slated for December, a traditionally slow time of year, and there have been many recent events. K-

Country and WIND FM, the area's top radio stations, recently hosted a job fair in Gainesville with CareerSource North Florida. CareerSource Citrus Levy Marion is in talks with K-Country and WIND FM to host a job fair and in manage/promote to job seekers in exchange for air time about Chewy.com recruiting. Hopefully on-air recruiting will reach a different customer base or job seeker than would typically visit a center. If this is the case, it creates an opportunity for future partnerships.

- Chiefland radio spots: Spots currently rotating on Chiefland's radio stations about the new center were played for the committee. In addition to the spots, CSCLM gets approximately 100 mentions on the radio's community calendar.
- Chiefland Grand Opening: Skinner said CSCLM is looking at dates in January for a grand opening event at the new Chiefland location. Skinner proposed a partnership with local schools for the event to raise awareness with students and parents to help transition students from school to work. Skinner suggested possibly combining the event with a fundraiser for the schools, likely for an educated-related cause. This kind of partnership could help get exposure and tailor services and approach to the changing customer base.

STATUS REPORTS

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

MATTERS FROM THE FLOOR

None.

ADJOURNMENT

There being no further business, the meeting was adjourned.

APPROVED:

_____

CareerSource
CITRUS | LEVY | MARION

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Workforce Update

Since July 2017, CareerSourceCLM has been active serving the citizens and businesses of Citrus, Levy, and Marion Counties.

- **Talent Center-** our expansion of services to graduates of the College of Central Florida and our other advanced training partners took a step forward in providing more professional services. The Board approved the acquisition of a recruitment software program, Akken Cloud, which is used by the staffing industry to improve candidate sourcing and provide a more professional interface to both businesses and candidates. The new system is being installed and staff are being trained.
- **Economic Development Assistance-** our business services team has worked with the CEP (Marion County) on a number of economic development projects. In addition to supporting their efforts with labor market data, we worked with several projects in hiring:
    - **FedEx**
    - **AutoZone**
    - **Chewy**
    - **Mestizo Foods LLC**

Company	Hiring Event Date and Attendance	Credited Placements (Codes 750-879)	Credited Obtains (Manual and New Hire) (Codes 880-883)	Total
Autozone	8/22/2017, 8/23/2017, 10/10/2017, 10/11/2017 300 attendees total	23	0	23
Mestizo Foods	8/16/2017, 116 attendees	24	8	32
FedEx	7/6/2016, 1000+ attendees 11/2/2017, 158 attendees	1	2	3
Chewy	12/6/2017, 460 attendees	4	38	42

- **In addition to supporting recruitment events, our Business Services team has coordinated with the CEP by providing LMI data and recruitment proposals on 3 potential businesses looking to relocate to Marion County:**
    - **Project Custard**
    - **Project Sunshine**
    - **Project Clean**

- **Logistics-** working with ***the Marion County School Board, MRMA and the CEP***, we have assisted the MCSB in applying for a Florida Growth Fund grant that will cover the start-up costs of their proposed CDL training program at MTC. As a "fall back", we also included the cost of a CDL Simulator in a Targeted Sector grant submitted to CareerSource Florida. This grant was approved, but the State will not approve purchasing equipment, so the funds have been converted into tuition assistance. We have also participated in several industry workshops with our partners to fine tune the CDL training program to industry requirements.

- **Grants-** we were awarded several special grants to increase services to area residents and businesses.

  YouthBuild
  Serves: 48 Out of School/At Risk youth
  Will result in four (4) homes built for low income families in Marion County
  Budget: $806,096.00
  Duration: September 1, 2017 – December 31, 2019
  Purpose: Training young adults in construction skills through classroom and worksite training through construction of homes in partnership with Habitat for Humanity, City of Ocala, Marion County, Marion County Sheriff's Office and the College of Central Florida. Participants will also earn a high school diploma during the program through Penn Foster. Currently planning the first classes to begin at the end of January and the first home build to begin in February.

  Homeless Veteran Reintegration Program
  Serves: 70 Homeless Veterans
  Budget: $189,070.00
  Duration: July 1, 2017 – June 30, 2018
  Purpose: To assist homeless veterans obtain occupational skills, gain employment and move to permanent housing. Currently at 50% enrollment goal.

  Sector Initiative Grant
  Serves 120 Youth, Adults, Dislocated Workers
  Budget $1,086,884
  Duration: December 1, 2017 – November 30, 2019
  Purpose: Expand training and talent pool resources in targeted sectors to meet current labor market demands. Currently in the planning, staffing and training phase.

  Hurricane Recovery
  Serves: Individuals affected by hurricanes Irma and Maria
  Budget: $100,000
  Duration: October 1, 2017 – September 30, 2018

- **Career Awareness-** we are continuing to work with our school district partners on career awareness projects.
  - **Business Videos-** we are continuing to expand our business videos, completing another 10.
  - **Educational Videos-** we have started capturing the educational programs offered in our three school districts that support talent development needed by pour targeted industry sectors. The Duke Foundation provided slightly over $20,000 to support this phase. We have started in Marion and are developing a template that will be used in the other two districts. Videos were shot the first weeks of December.
  - **Career Expos-** in November we held our first Youth Career Expo in Citrus County – 245 high school students participated where they met local industries and attended workshops of the value and need for soft skills in the workplace.
  - Marion County Youth Career Expo will be held in February 2018.
  - We are coordinating workshops on resume development and will be holding hiring events for Levy County graduates.

- **Chiefland Career Center-** in November we moved into our new location in Chiefland. Located in a shopping area adjacent to Wal-Mart, the new Center provides more professional space that is geographically positioned to serve the students at the new College of Central Florida campus and be more convenient to residents. At the present we are working with the Levy County School Board on a Grand Opening that will engage high school seniors and their parents. Staff will offer resume training in conjunction with the job preparedness programs of the school board and seniors who bring their resume's to the Opening will be entered into a drawing for a Chromebook and other door prizes. Held Feb. 22, 2018.
- **Project Dunnellon-** in a multi-organization partnership led by the United Way of Marion County, we are working on a Gen2 project to assist Dunnellon high student s and their parents in gaining the skills necessary to compete for jobs. Our efforts at the present are supported by a part-time career counselor who is funded by the foundation sponsoring the project.

Business Services Activity:
The Business Services team had tremendous activity in managing and organizing hiring events at the career centers from July 1st through December 31st.

- Events Held – 99
- Attendees – 2,866
- Reported Hires – Over 500

Experiential Learning (OJT, CBT & Paid Internships) activity has increased from July through December, with tremendous activity scheduled for the 2nd half of the year. The dollars listed below support employment and training opportunities for local businesses and local candidates:

- CBT - $35,000 on 42 employees
- OJT - $49,000 on 9 employees
- Paid Internships - $34,000 on 7 candidates

CareerSource Citrus Levy Marion (CLM) – Employment Credit

CareerSource CLM takes employment credit in one of two ways.

Option 1 – Placement

One of our primary services is to refer qualified candidates to preferred career opportunities (also called job orders) that are listed in the Employ Florida (EF) system. We take ***placement* credit when the following occurs:

- A CareerSource CLM staff member refers (introduces) a qualified candidate to a business who has an EF listed preferred job order and
- The candidate is hired for the job.

Note: A preferred job order is a job order either entered into EF directly by a business or at the behest of a business. If a staff referred candidate is selected by a business to fill their preferred job order, we document that the job order is filled and take a "placement". This is facilitated via an online referral process in EF. Placements are not taken in any case on "spidered" job orders in EF. A spidered job order is one copied from a public job board and listed in Employ Florida without the businesses direct involvement.

Example #1: A candidate meets one-on-one with a staff member and is screened as being qualified for a preferred job order listed in Employ Florida. A referral is issued and documented in EF. The business hires the candidate. We take a placement based on the staff time expended in screening the candidate and for introducing the candidate to the opportunity.

Example #2: A candidate utilizes Employ Florida to conduct their own job search. They identify a preferred job order of interest and apply on their own (called a self-referral) in EF. The business screens for qualifications and hires the candidate. We do not take a placement as the referral was not staff assisted.

Example #3: A candidate attends a CareerSource CLM job fair and is screened as being qualified for a preferred career opportunity listed in Employ Florida. A referral is issued and documented in EF. The business hires the candidate. We take a placement based on the staff time expended in screening the candidate and for introducing the candidate to the opportunity.

Option 2 – Obtained Employment

The Department of Economic Opportunity (DEO) has created a list of re-employment services that it believes provides candidates with substantial assistance as they look for work. **Some of these services include:

- Staff assisted resume assistance
- Staff facilitated workshop attendance
- Staff facilitated career counseling
- Staff facilitated assessment
- Staff facilitated job search support

We take an obtained employment when one or more DEO approved services (see above) are provided to a candidate who then finds a job within 180 calendar days of the receipt of that service. The concept is that the

provision of these services helps improve the effectiveness of the career search and/or helps prepare the candidate to have a better employment outcome.

Example #1: A candidate meets one-on-one with a CareerSource CLM staff member and receives help in creating a professionally targeted resume. Three (3) weeks later they began work as a bookkeeper at a job they learned about through local networking. We take an obtained employment credit based on the fact that a CareerSource CLM staff member provided a service (resume assistance) that helped improve the quality and effectiveness of the candidate's job search.

Example #2: A candidate regularly uses the CareerSource CLM resource room to look for work. They use our computers and internet access to conduct an on-line job search and make regular copies of their self-prepared resume. They receive limited advice and assistance from CareerSource CLM staff members. They see themselves as self-sufficient and never meet one-on-one with a CareerSource CLM staff member for help. Four (4) weeks after they start their job search they secure employment as a production worker. No obtained employment credit is claimed by CareerSource CLM as our staff members did not provide a service during their job search.

Example #3: A candidate meets one-on-one with a CareerSource CLM staff member and receives career counseling to help them identify their transferable skills. Seven (7) months later they began work as a sales associate. Since more than 180 days has elapsed since they received the career counseling service, CareerSource CLM does not take the obtained employment.

Example #4: A re-employment assistance claimant is referred to CareerSource CLM for mandatory assessment and planning services. Upon referral from DEO, CareerSource CLM issued an appointment and provided the candidate with information on our workshop offerings and schedule. Two (2) days before their mandatory appointment they report that they secured a job. We take an obtained employment credit based on the fact that a CareerSource CLM staff member provided a service that informed them about our workshops and improved the scope of their job search.

******Prior to July 1, 2017 the DEO allowed regions to take placement and obtained employment credit for candidates who did not receive staff assisted services. This meant that obtained employment and placement credit was generated by the provision of either "self-service" or "staff assisted" services. This is no longer the case – all obtained employment and placement credit must now be based on staff assisted services.

Laura Isaacs

From: Rusty Skinner
Sent: Thursday, February 15, 2018 3:05 PM
To: Laura Isaacs
Subject: FW: Referral -vs- Placement Date Intervals

Importance: High

Rusty Skinner
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From: Steven Litzinger
Sent: Tuesday, February 06, 2018 9:39 AM
To: Rusty Skinner; Kathleen Woodring; Brenda Chrisman; Dale French
Cc: Cory Weaver
Subject: Referral -vs- Placement Date Intervals
Importance: High

Rusty,

Cory provided me with the list of candidates who we took placements on (over the past 3 program years) although their referral date fell **after** their job start date.

We look very honest and solid…

Summary

- 21 cases made up the pool over 3 program years
- 12 of the 21 cases (57%) had simple Region 10 data entry errors where the job start date was simply entered incorrectly. In all 12 cases staff had correctly documented the correct job start date in an accompanying case note. I corrected each of the entries on these cases.
- 1 of the 21 cases (5%) had simple Region 12 data entry errors where the job start date was simply entered incorrectly. In this single case a Region 12 staff member had correctly documented the correct job start date in an accompanying case note. I corrected the entry on this case
- **So 62% were straight forward data entry errors….**
- In 3 of the 21 cases (14%) our staff mistakenly either referred a candidate after they went to work or hired out the wrong job order. **Staff messed up**…I deleted these three (3) 750 placement codes.
- In 1 of the 21 cases (5%) Gainesville staff member (Elizabeth Graham) entered the hire data and took the placement. The entry was not ours.
- In 4 of the 21 cases (19%) were OJT recoup cases. We have a process for OJTs that result in the opening of a second job order which is used to take the hire.
- **So overall 14% of the cases resulted from staff referring after the job start date.**

See the outcome case by case below…

#	R	Username	EFMStateID	PLXRecordDate	PLXHireDate	StaffName	RefDate	EmployerName	
1	10	WADE5463	13855041	10/31/2017	8/23/2013	Smith, Keshira	8/22/2017	Staffing Solutions Southeast, Inc. DBA Resource MFG	56
2	10	tiara352	12471495	6/26/2017	6/12/2014	user, system	5/23/2017	ResCare	Care Giver 62

3	10	JRMCKELVY82	8929580	1/5/2017	10/31/2014	user, system	10/31/2016	Staffing Solutions Southeast, Inc. DBA Resource MFG	Associate:BJ56
4	10	CRISTINACHILL	9988186	1/21/2016	1/20/2014	Schnettler, Cira	1/15/2016	Spherion *M	56 Cu
5	10	EILEEN1965	14479997	4/6/2016	4/6/2014	user, system	3/9/2016	Technology Conservation Group	56 Invento
6	10	frg0511	12682969	6/24/2015	6/1/2013	user, system	5/1/2015	Ace Staffing Unlimited Inc	Installer
7	10	BUTLER9348	14515578	8/17/2016	8/11/2015	Allen, Barbara	8/4/2016	RANK Quality Restaurants LLC dba McDonalds	72 C
8	10	MACON3758	10054078	8/17/2016	8/11/2015	LeCouris, Cindy	7/20/2016	RANK Quality Restaurants LLC dba McDonalds	72 C
9	10	TLESSER	13015231	8/10/2016	6/17/2015	user, system	5/18/2016	Department of Children and Families	62

10	10	NHENDER48	12886644	5/5/2016	3/28/2015	user, system	11/19/2015	Express Employment Professionals	56
11	10	ROBINSONP3274	9335429	12/11/2017	10/16/2017	user, system	10/19/2017	Express Employment Professionals	56S
12	10	BROWNB96	14413847	12/22/2015	12/7/2015	Johnson, Bonnie	12/10/2015	UPS	Helper:BJ49
13	10	BRANDONGEIGER97	14673062	12/12/2016	11/29/2016	Allen, Barbara	11/30/2016	RANK Quality Restaurants LLC dba McDonalds	72 C
14	**10**	**MARKWALTERIIK6918**	**8869479**	**2/26/2015**	**2/9/2015**	**Wells, Brenda**	**2/24/2015**	**The Middlesex Corp.**	**38):BW23**

15	10	74	7538816	9/13/2016	7/26/2016	user, system	8/8/2016	Premier Electrical Staffing	Electricians	
16	10	RICHEYM9603	14493302	12/15/2016	12/1/2016	Bailey-LaFortune, Tamerra	12/12/2016	RANK Quality Restaurants LLC dba McDonalds	72R	C

17	10	FARRAHWALKER23	14117655	1/9/2015	12/31/2014	Benizzi, Lisa	1/9/2015	Hidden Pines Retirement Center Inc.	Aide (E38):VH62
18	10	MILLERVALERIE	9866297	2/17/2015	1/28/2015	Wells, Brenda	2/4/2015	Plantation On Crystal River	Attendant:BW71

19	10	RUDGE4033	9385495	2/4/2015	1/27/2015	Johnson, Bonnie	1/30/2015	The Middlesex Corp.	38):BJ23
20	10	CENTREKIM2876	14026988	2/4/2015	1/27/2015	Johnson, Bonnie	1/30/2015	The Middlesex Corp.	38):BJ23
21	10	BLUMA1964	10705470	1/16/2015	1/13/2015	Terrell, Mary	1/16/2015	The Middlesex Corp.	Laborer(E38):BJ23

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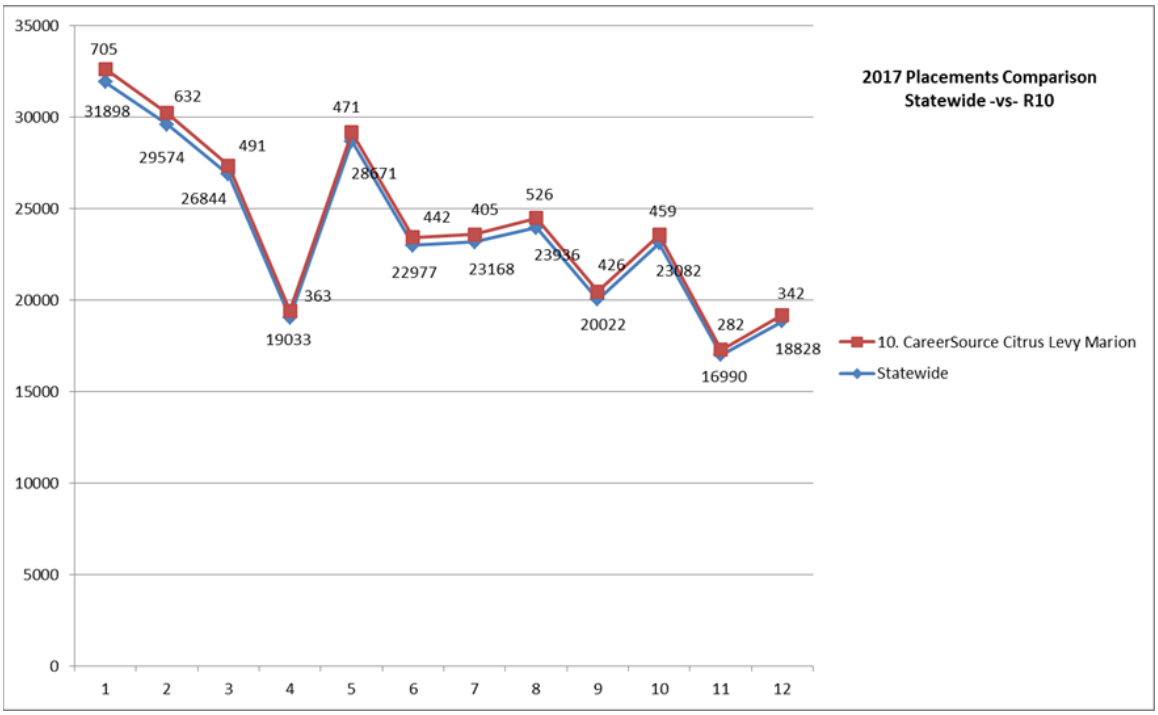
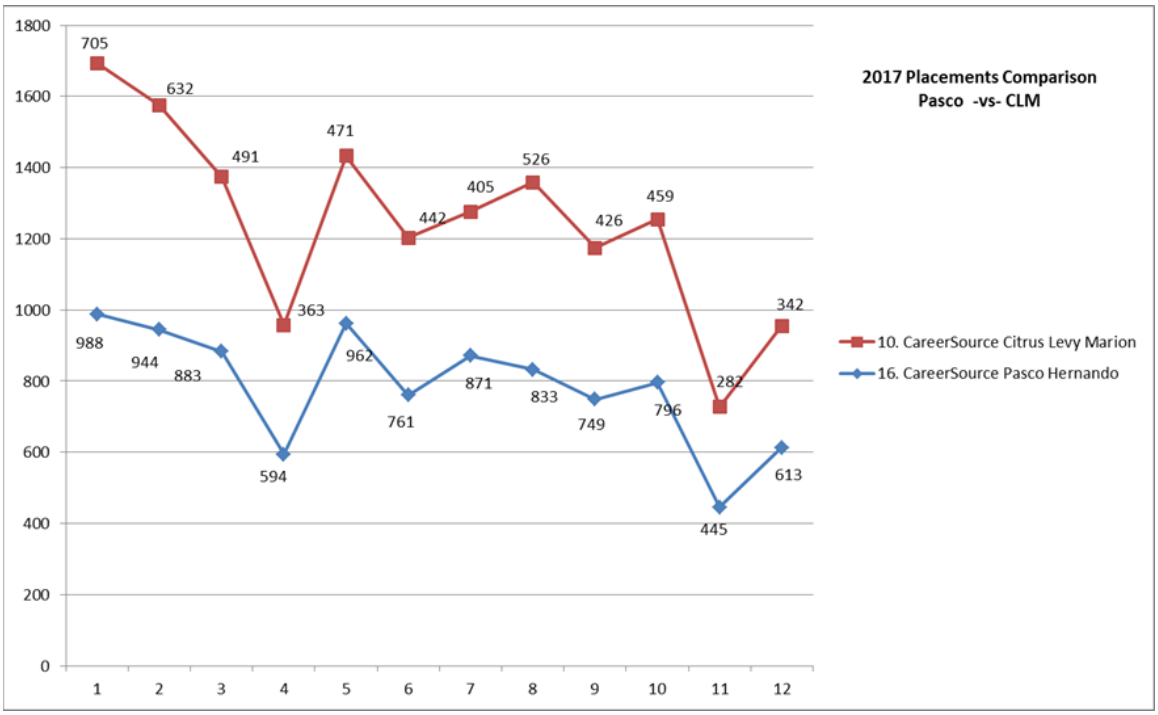
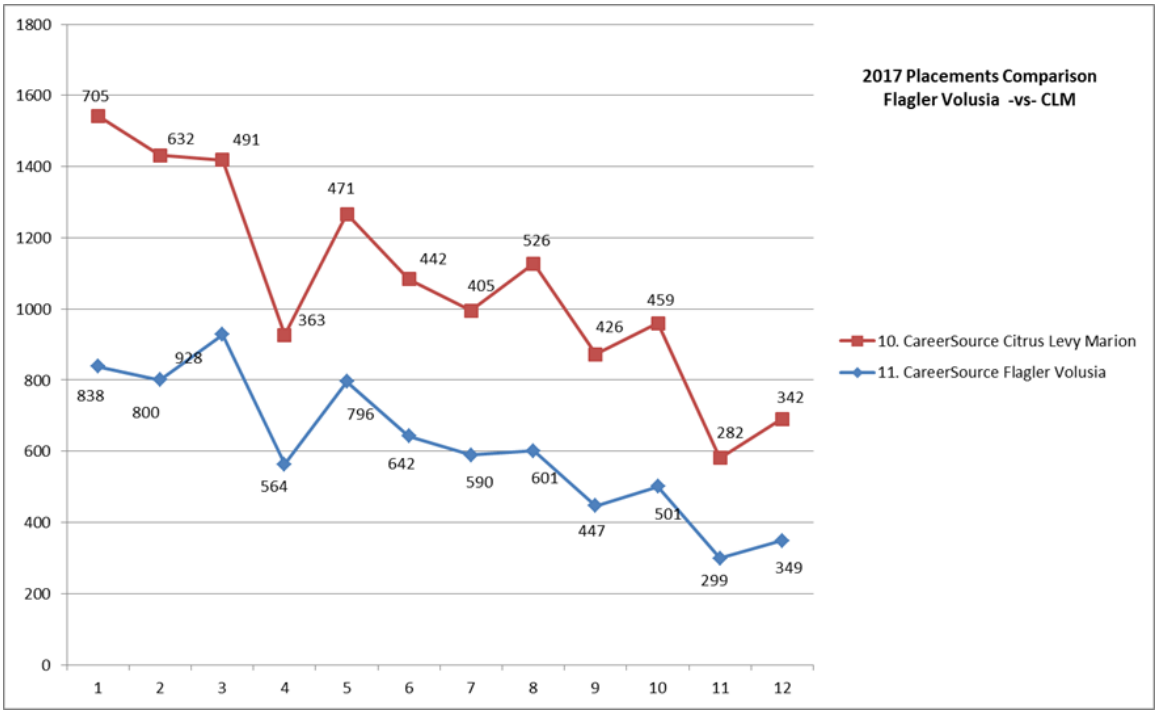
Statewide –vs- R 10



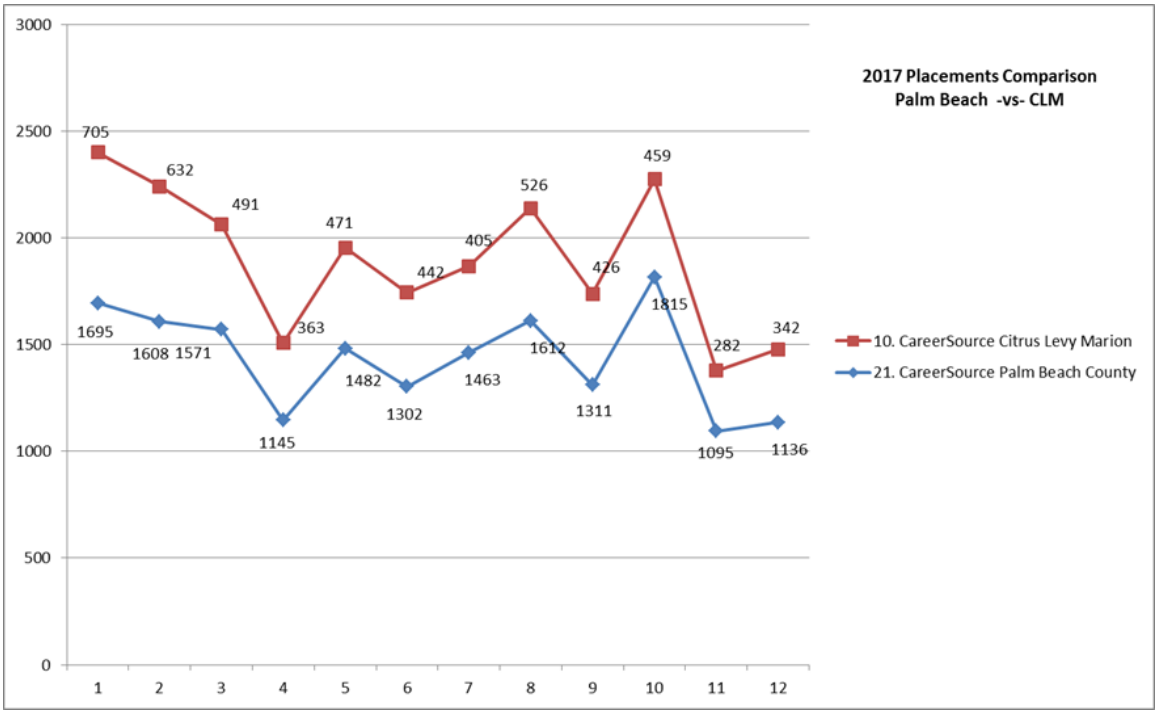
Pasco –vs- CLM



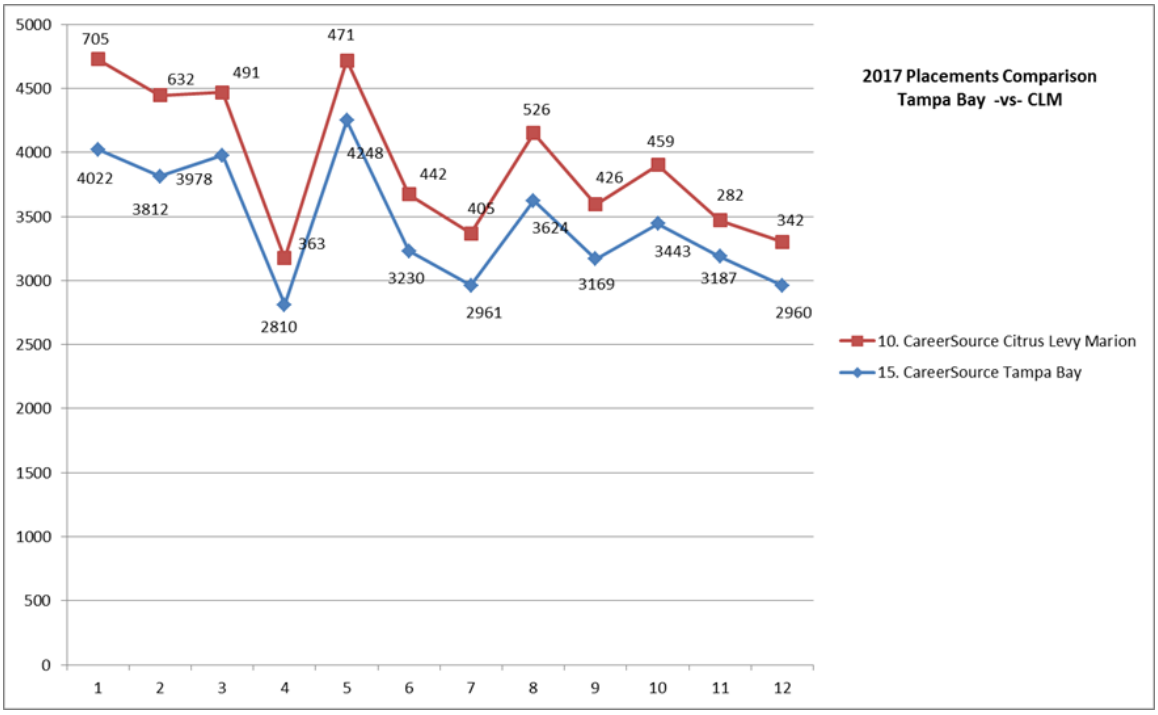
Volusia –vs- CLM



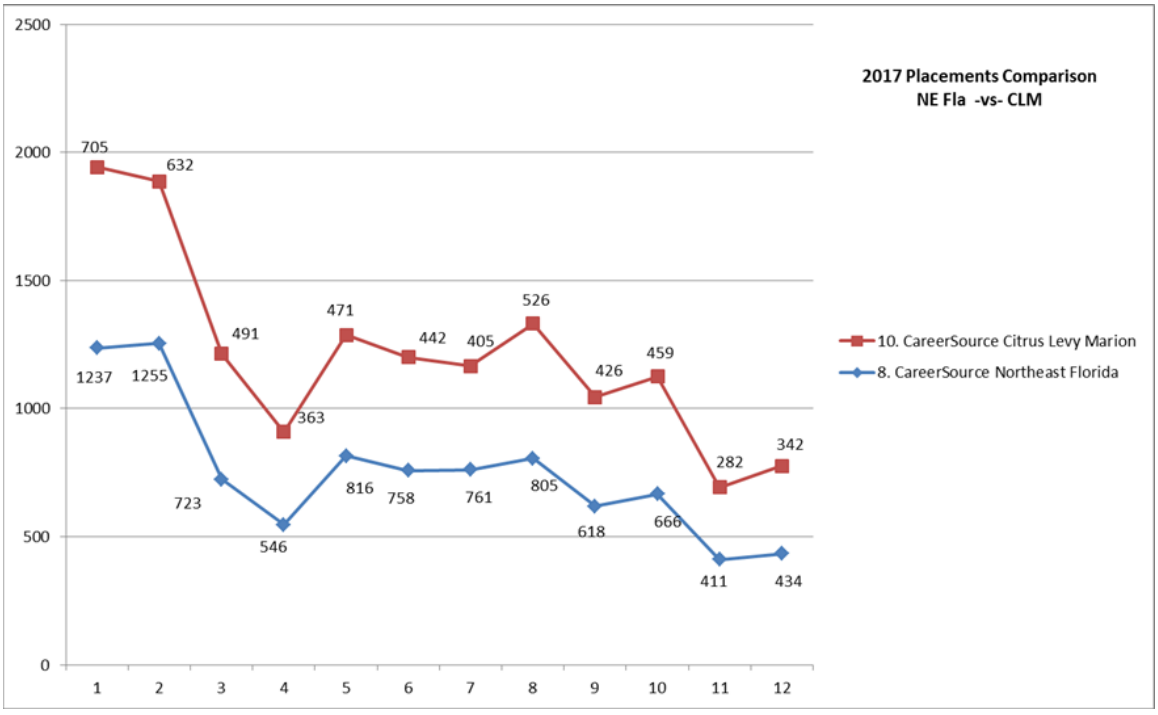
Palm Beach –vs- CLM



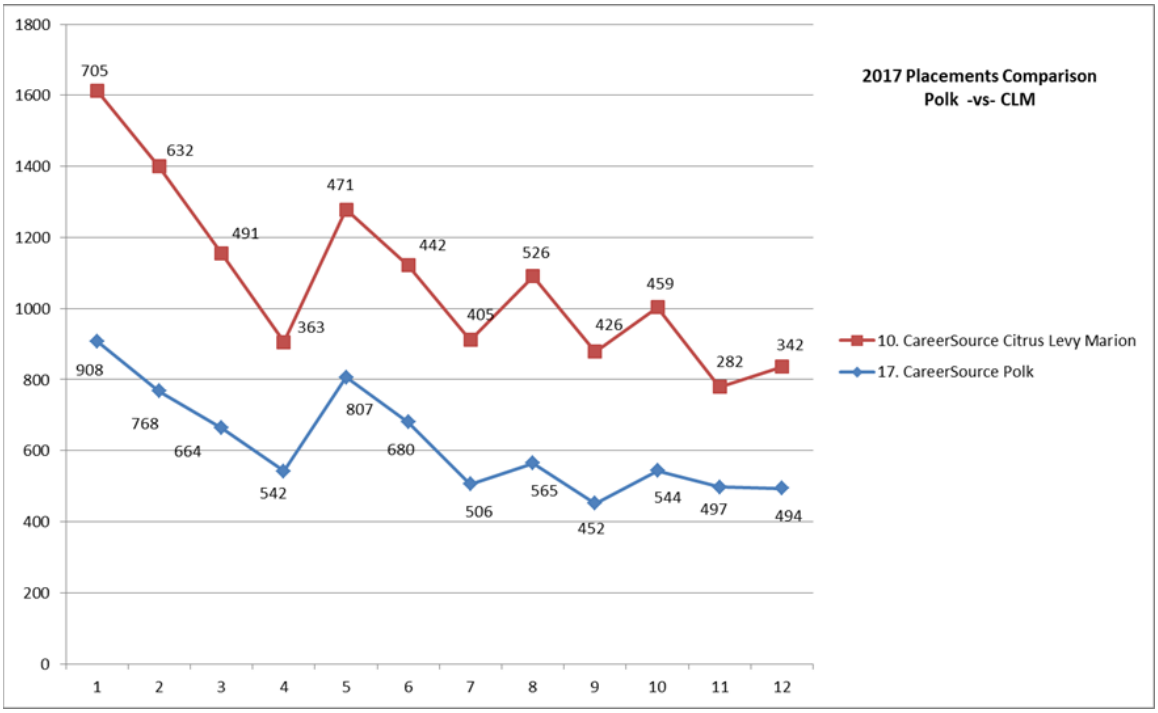
Tampa Bay –vs- CLM



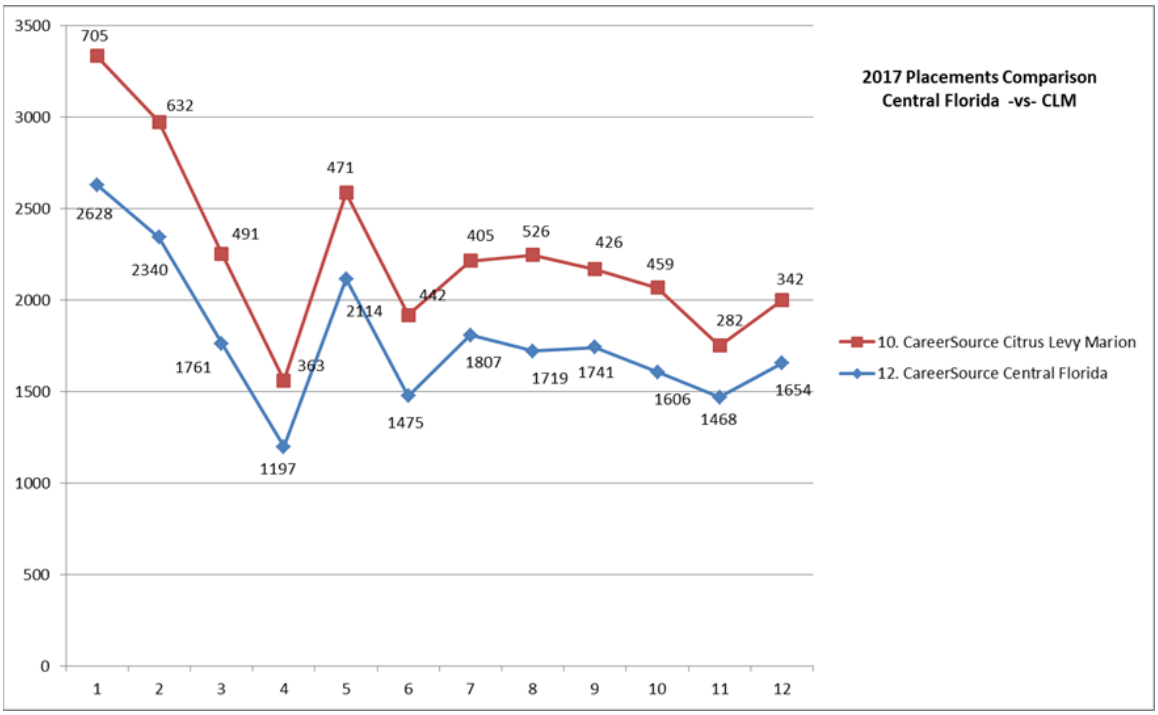
NE Fla –vs- CLM



Polk –vs- CLM



Central Florida –vs- CLM



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3rd Annual Marion County Youth Career Expo

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Building our Talent Pipeline

- **Partner Engagement**

- Marion County Public Schools
- Public Education Foundation of Marion County
- CEP
- Mid-Florida Manufacturing Association
- Local Businesses
- AT & T Sponsorship - $25,000

Youth CAREER EXPO

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Youth Career Expo

Three Sessions

- **Business Expo**
  - Engage with local business industry – demo products and/or tools of the trade – featured Health, M/T/L, Information Technology, Public Service & Professional Services
  - Recruit student(s) for their industry
- **Soft Skills /Career Mapping Workshop**
  - Motivational Speaker – engaging students to Teach soft skills & social media etiquette, and to begin career mapping for the future
- **Round Table /Speed Dating – Business Interaction**
  - Industry leaders engaged with students, discussing career opportunities, skills needed, expectations, pay and soft skills

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Three Events – Two Days

Event # 1 - February 13th - AM

- 10 Middle Schools
- **425 Students**
- 10 buses
- 19 Expo Businesses
- 16 Round Table Presenters
- 107 Volunteers (staff, business & partners)
- Surveys returned - 375

Event # 2 – Evening Open to all schools, public, private, Home School – 5

Event # 3 - February 14th - AM

- 8 High Schools
- **365 Students**
- 8 buses
- 33 Expo Businesses
- 16 Round Table Presenters
- 120 Volunteers (staff, business & partners)
- Surveys returned – 303

Educational Partners – 6 Schools (MTC, WTC, CF, St. Leo, Rasmussen, Taylor) at events

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The Event!

Building our future Talent Pipeline

- Engage our youth earlier in their educational career track
- Expose youth to business/industry in Marion County
- Expose youth to business in the community
  - Jobs, careers, wages, skills needed
- Teach youth on how to interact with business
- Teach youth soft skills, social media etiquette
- Offer / inform of educational opportunities, career paths with our educational partners
- Allow business to interact and begin to recruit future talent

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Pictures

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Pictures

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Pictures

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So What's Next?

- Coordinating with Marion County Schools for Soft Skills Certification using WIN Software
- Coordinate and plan Youth Career Job Fair – May 16th – seniors & other youth
- Begin planning for PY 2019 Youth Expo

Youth CAREER EXPO

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Questions?

MARKETING/OUTREACH COMMUNICATIONS REPORT - MARCH 1, 2018

Communications analytics for reporting period November 14, 2017 through February 22, 2018.

WEBSITE

	March '18	Nov 2017
sessions	5,755	2% 5,900
views	11,291	6.5% 12,082
duration	2:08	1.6% 2:06
pps	2.78	36% 2.05 pps

Top 5 Visited Pages

#1 Candidate Services
#2 Financial Aid
#3 SNAP
#4 Short-Term Training
#5 Job Posting

DEVICES USED

33%	4%	62.4%
1,924	239	3,592
-0.02%	-0.18%	-0.008%

MEDIA

Earned Media:
13 News Releases
50+ print/online/broadcast
500+ PSAs

Placed Media:
28 print ads | 15 weeks (digital)
620 radio spots (:30)
6 Business Showcases (25 mins)

Facebook: 15 campaigns
82,311 Impressions
31,966 Targets Reached
3,477 Engaged Targets
2,246 People Taking Action
1,612 Targeted Results
Average Relevancy: 7.8
10.9% engagement rate (!!)

GOOGLE +

Analytics No Longer Available

YOUTUBE

Lifetime (Dec 2014-Feb 2018)
12,456 views/159 hours
Last 90 Days
1,752 views/23 hours

Top Viewed

#1 CNC Training (38.35 hours)
#2 Convincing Dad (23 hours)
#3 Phoenix Wood (20 hours)

LINKEDIN

3,821 impressions
223 followers

TWITTER

890 Followers

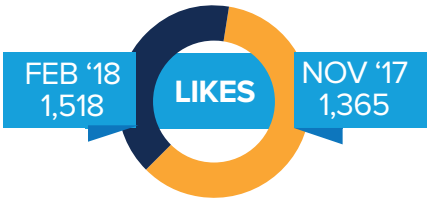
FEB	30,000 impressions 5,792 posts 231 average reach
NOV	35,000 impressions 5,662 posts 160 average reach

FACEBOOK

2,812,185 +31% Impressions
1,273,564 +35% Reach
300,372 Viral Reach
76,383 Engaged Users

Average Reach by Post Type
221 Link → 840 Photos → 1,778 Videos

Average Engagement by Post
29 Link → 91 Photos → 176 Videos



COMMUNICATIONS EXAMPLES

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(from left) Nature Coast Business Development Council Executive Director David Pieklik, Chiefland Chamber of Commerce Board Member Dr. Bennitt Patterson and Rusty Skinner, chief executive officer of CareerSource Citrus Levy Marion, provide a photo opportunity as requested. Moments before