

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

MINUTES

DATE: May 31, 2018
PLACE: Enterprise Center, Ocala, FL
TIME: 9:30 a.m.

MEMBERS PRESENT

Albert Jones, Chair
Ted Knight
Pat Reddish
Pete Beasley

MEMBERS ABSENT

Scott Owen
Solomon Sarway

OTHER ATTENDEES

Rusty Skinner, CSCLM
Kathleen Woodring, CSCLM
Brenda Chrisman, CSCLM

Cira Schnettler, CSCLM
Dale French, CSCLM
Laura Byrnes, CSCLM

CALL TO ORDER

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

ROLL CALL

Cira Schnettler called roll and a quorum was declared present.

APPROVAL OF MINUTES

Pat Reddish made a motion to approve the minutes from the March 1, 2018 meeting.
Ted Knight seconded the motion. Motion carried.

ACTION ITEMS

There were no action items on the agenda.

DISCUSSION ITEMS

Rusty Skinner presented information for discussion about the following topics:

- Plan of Service
 - The Plan of Services fine tunes our focus and scope for the 2018-2019 program year. The plan provides direction for making progress on continuous efforts. Highlights include:
 - Employer driven hiring events
 - Spring/Fall, Grad, Youth, and sector based job fairs
 - Talent Center
 - Progress Dunnellon
 - YouthBuild
 - Exploratory efforts for the Prosperity Program in Marion County
 - Apprenticeship Opportunities
 - Career Academies

- Sector Grant Initiatives
 - Rusty requested additional input on other areas of focus from the committee.
 - The Plan of Services will be presented to the executive committee with key metrics identified by staff.
 - Kathleen Woodring noted that we are researching and planning to host a “State of the Workforce” summit. Laura Byrnes recently attended another region’s summit for ideas. The Marketing and Outreach committee will be responsible for working through the logistics of the summit.
- Advertising Partnerships
 - Recently, a very successful job fair was held in conjunction with the K-Country radio station. The station charged businesses a base fee to participate with an optional fee for additional promotions of their business on the radio station. The partnership allowed for a broader reach in targeting candidates for the job fair; thus we were able to promote our services to a new market
 - Due to the labor shortages, efforts need to be made to expand our reach and potentially partner with other media outlets.

PROJECT UPDATES

- Website
 - Kathleen Woodring and Laura Byrnes both provided input. The website is funded through a co-op from CareerSource Florida. CareerSource Florida has selected the vendor that must be used. The vendor is updating the CareerSource CLM and Talent Center websites. Customer service challenges with the vendor have delayed the website going live.
 - The vendor has provided us a preliminary version of the new website. Laura Byrnes walked through the website pages with the committee. CLM staff will maintain the content while the vendor maintains the structure. The site will have improved functionality for staff and will be easier to maneuver for site visitors. New features include: site search and Google translate (we will ensure this meets ADA compliance). Talent Center site redesign will be forthcoming. The sites will have a responsive design and be accessible from tablets and phones.
- Board Orientation
 - Rusty Skinner is seeking feedback regarding the onboarding process of new board members. Board members will be receiving a survey within the next couple of months about the onboarding process.
- Business and Economic Development Video Series
 - Dorothy Pernu from Duke Energy will be attending the June board meeting and will be presenting the funding for the video series.
 - Marion County has embraced the project and their videos are complete. The videos will have closed captioning and will be posted on YouTube and FaceBook.
 - Citrus County has lagged behind in making progress. We hope to have more activity and engagement from county partners. County commissioners, and Josh Wooten, Citrus County Chamber CEO, all have been provided an

overview of the project. Meetings are set in June to discuss the project with the Citrus County School Board. Levy County is poised to begin work on the video series.

- CDL Video Series
 - MTC is accepting student applications for the upcoming CDL program. There has been an overwhelming interest in the program. We will be working with the Marion County School Board to highlight the training that is provided by MTC through a video series. The video series will be a tool for the schools to market trainings that are available. Schools do not have adequate funding to promote their courses. Our contributions will be to provide funding for the project, focusing efforts on training in industry specific skills. Budgets will be made and provided at the next meeting. The videos should be completed by Fall of 2018.
- Marketing and Outreach Report
 - Laura Byrnes reviewed the social media statistics and presented a variety of recent newsworthy items.

MATTERS FROM THE FLOOR

Kathleen Woodring invited everyone to attend the YouthBuild Phoenix Rising graduation set for Thursday, June 7th at 11 am.

ADJOURNMENT

There being no further business, the meeting was adjourned at 10:15 a.m.

APPROVED:
