



Marketing and Outreach Committee  
 College of Central Florida  
 Enterprise Center, Suite 206  
 3003 SW College Rd., Ocala, FL

**AGENDA**

**Thursday, May 31, 2018 – 9:30 a.m.**

<http://careersourceclm.adobeconnect.com/marketing-5-31-2018>

Conference Call: 1-866-848-2216 – after prompt, enter code 5355193397#

Call to Order A. Jones  
 Roll Call C. Schnettler  
 Approval of Minutes, March 1, 2018 Pages 2 - 3 A. Jones

**ACTION ITEMS**

None

**DISCUSSION ITEMS**

2018 – 2019 Plan of Services Pages 4 - 7 R. Skinner  
 Advertising Partnerships R. Skinner

**PROJECT UPDATES**

Website R. Skinner  
 Board Orientations R. Skinner  
 Business and Economic Development Video Series R. Skinner  
 CDL Video Series R. Skinner  
 Marketing and Outreach Report Page 8 L. Byrnes

**MATTERS FROM THE FLOOR**

**ADJOURNMENT**

2017 – 2018 MEETING SCHEDULE					
Business and Economic Development Committee	Career Center Committee	Performance/Monitoring Committee	Marketing/Outreach Committee	Executive Committee	Full Board
All Committee Board meetings are held at the CF Ocala Campus, Enterprise Center, Room 206					CF, Webber Center
Tuesday, 9:00 am	Friday, 8:30 am	Tuesday, 9:00 am	Thursday, 9:30 am	Wednesday, 9:30 am	Wednesday, 11:30 am
May 22, 2018	May 25, 2018	May 29, 2018	May 31, 2018	June 6, 2018	June 13, 2018

**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:**

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## 2018-19 Plan of Services

### Overview

CareerSource CLM plans to continue its current business and job candidate services through its career centers, its support of our economic development partners in all three counties; and, work with our education training partners in developing a strong talent pipeline for the key industry sectors in our three counties.

### Career Centers

The delivery of services is primarily provided through our three fixed-site locations in Ocala, Lecanto, and Chiefland. Remote services are provided through our two mobile units. These units allow us to support candidates and businesses with location-friendly services.

Our core services include job search/information access, job-related assistance that includes resumes and application assistance; career information and counseling and training referral and financial aid.

Services to target groups such as Temporary Assistance for Needy Families (TANF) and Supplemental Nutrition Assistance Program (SNAP) recipients are also provided in accordance with state and federal requirements that require job search and work requirements, both of which staff administer and case manage.

Services under the Workforce Innovation and Opportunity Act (WIOA) also include career classroom financial assistance through qualified training providers, work experience and internships, and on-the-job training with area businesses.

Business services include job opening advertisement, applicant screening for certain targeted occupations/industries and custom training to upgrade their existing workforce. Staff also assist businesses with wage and salary information to assist them in maintaining a competitive compensation package in our changing markets. Specialized hiring/recruitment events, as well as high school career information programs, are designed to link businesses with prospective employees.

During the past year, we have held over **130** hiring events and job fairs between all 3 counties, with over **3,500** candidates attending and 53 individual businesses participating, at these events. We also held specialized events, such as a recent Construction Hiring Event at Marion Technical College for their first construction program, and a Youth Job Fair was held to support our young adult population.

In the area of economic development support, our business services team collaborates with our partners in existing business outreach programs, provides labor market and training information

to correspond to the needs of potential new businesses and supports relocation through an array of talent recruitment and training services and incentives.

## **Talent Center**

Located on the Ocala campus of the College of Central Florida, the Talent Center is CareerSource CLM's specialized center for college graduates from our local institutions of higher education and resources for area professionals and highly skilled technicians. Its focus on highly skilled candidates is also a service to area businesses seeking higher-levels of talent.

In addition to serving professionals and graduates within our three counties, Talent Center employs a recruitment software system that enables staff to source candidates on a statewide and national basis to meet employer needs. This service, similar to a professional recruitment firm, is a response to business and candidate feedback on “not having my kind of job...not having the talent I need.”

## **Targeted Programs and Services**

CareerSource CLM (CSCLM) has several special services. Through a federal/state-funded grant specialized services are provided to veterans that face barriers to employment. These services are coordinated with area veteran service organizations in all three counties.

CSCLM was also awarded a federal grant to provide assistance to homeless veterans. This “reintegration” grant is focused on Marion County and operates as a partner with the County’s Veterans Resource Center and other homeless and veteran serving organizations.

CSCLM is also working with the United Way of Marion County and a number of other community partners in a “2 - Gen” program serving the residents of Dunnellon. Progress Dunnellon is targeted on working with the family unit rather than an individual member. Partners include the County’s Library system, the Marion County School District, The College of Central Florida and the Early Learning Coalition.

CSCLM also works with the United Way in both Citrus and Marion Counties to provide employment-related services to UW-sponsored programs and services.

## **Youth**

Youth services are provided through our contractor, Eckerd Connects Workforce Development. Primarily focused on out-of-school youth as required by WIOA, services are designed to provide assistance in the area of GED preparation and testing, select career credentialing and job placement. Eckerd also serves as our contractor for our **YouthBuild** grant. This program links

with Habitat for Humanity, The City and County government, and centers around training in educational and workplace skills that uses the construction of “Habitat homes” as the centerpiece of teamwork and on-the-job skills building experience.

## **High School Career Awareness and Employment**

CSCLM is working with businesses and our three school districts to support student, parental and industry awareness of educational programs that prepare students for career opportunities with area businesses. “Career Expos” are the focus of a direct link between businesses and students. Students are transported to an “Expo” site where career information is provided through both a “lecture/interactive” program and a chance to meet with local businesses to discuss their career options. CSCLM augments these “face-to-face” events with career information videos that feature 50 second presentations by local businesses on their business, its products or services and the skill sets that they need. These videos are highlighted on CSCLM’s website and made available to the school districts to use through their in-school video services and on their websites. In a related project funded by the Duke Energy Foundation, CSCLM and the school districts are producing similar videos that highlight the career training that they offer through their districts that will prepare students for jobs in the sectors targeted by our economic development partners.

School-to-Work transition includes the promotion of work experience/internship as well as annual “youth job fairs”.

## **2018-2019 Expansion and New Partnership Services**

Career Awareness services will continue to be the focus of our efforts to improve the talent pipeline for area businesses. Continuation of the Expos’ in Marion County for a fourth year and in Citrus for a second year are in the planning stage. Our video series will continue to reach out to area manufacturers, logistics and technology companies. The educational series funded by the Duke Energy Foundation will work with the Citrus and Levy County School Boards to develop videos that promote their programs.

Project Dunnellon will enter its second year and CSCLM will be working with our partners on linking parents and students to career options.

The Florida Chamber is promoting a “Prosperity Program” and CSCLM is discussing a partnership with the Ocala Marion CEP to assess the viability of a similar effort in Marion County. Existing programs in Florida are located in Escambia and Bay Counties.

The Talent Center remains a key service. Widespread promotion of the services has been delayed by implementation of the recruitment software, but full-scale promotion is anticipated to begin in July.

We anticipate expanding our support of economic development in Citrus County as they restructure their economic development program.

Recent studies of the workforce movement in all three counties have indicated a substantial movement of the residents of each county ( approximately 20-23%) that are age 29 and under to jobs OUTSIDE of their county of residence. Anecdotally, this talent loss appears to be driven by compensation. Working with the CEP and MRMA, CSCLM hopes to use comparative wage surveys of jobs within a one-hour commute to educate area businesses on the wage competition that they face.

Apprenticeship is being nationally promoted and funded as an increasingly important talent development approach. While not widely accepted in our three counties, it offers a way to improve the skills and experience of non-college high school graduates and adults in our three counties. The State of Florida was awarded a national grant to promote apprenticeships and CSCLM, working with MRMA, the CEP and our other business partners, will work with CareerSource Florida and the Department of Education to promote this option locally.

In order to promote the impact that our services have on our local area, we are researching and planning for a “State of the Workforce” Summit. The planning for this project will primarily be conducted through the Outreach and Marketing Committee. We project that this will occur in the second quarter of 2019.

### **Sector Grant Initiatives:**

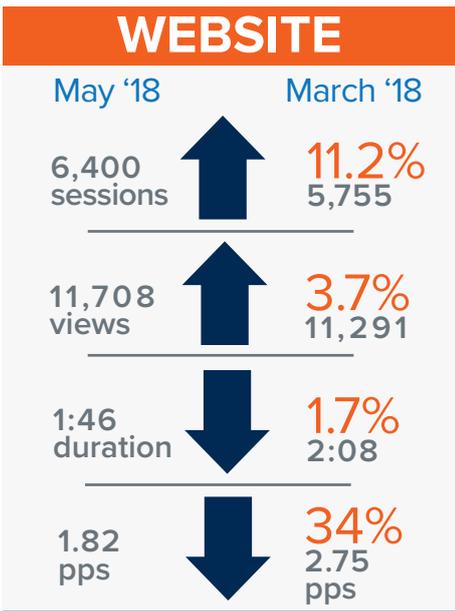
CareerSource CLM will continue its efforts by partnering with our local educational providers to develop local industry training needs. With our sector grant award this year, we will continue into next year by enrolling students into a new Commercial Driver Licenses (CDL) program at Marion Technical College. Through a collaborative partnership between CSCLM, Marion Public Schools and MRMA, our sector grant funds will support the first inaugural launch of a new CDL program in August 2018. The new CDL program will feature opportunities for graduates to become certified CDL class A & B drivers.

In addition, we will continue to promote and recruit students through these sector grant funds to support both Marion Technical College and Withlacoochee Technical 2<sup>nd</sup> Core Construction program.

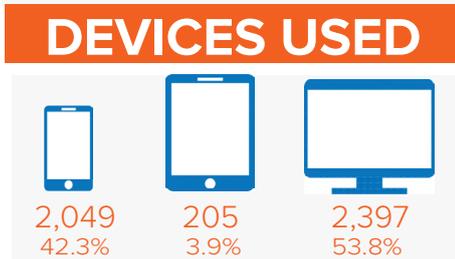
Both the CDL & Construction core programs were developed in partnership due to business demand and need for a trained workforce. After listening to businesses share with us their needs, we coordinated with our local education partners, applied for this grant to support our business needs.

# MARKETING/OUTREACH COMMUNICATIONS REPORT - MAY 31, 2018

Communications analytics for reporting period March 2, 2018 through May 28, 2018.



- ### Top 5 Visited Pages
- #1 Candidate Services (1,513)
  - #2 Financial Aid (1,072)
  - #3 SNAP (1,019)
  - #4 Post Job Opening (643)
  - #5 Speciality Origrams (561)



## MEDIA

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

**Placed Media:**  
 26 print ads | X weeks (digital)  
 620 radio spots (:30)  
 3 Business Showcases (25 mins)

**Facebook:** 26 campaigns  
 160,876 Impressions  
 62,005 Targets Reached  
 6,931 Actions Attributed to Ad  
 2,244 People Taking Action  
 1,297 Likes, Comments, Shares  
 895 Link Clicks  
 52 Page Likes

## GOOGLE +

Analytics No Longer Available

## YOUTUBE

Lifetime (Dec 2014-May 28, 2018)  
**14,225 views/180 hours**  
 March 1-May 28, 2018  
**1,704 views/19.5 hours**

### Top Viewed

- #1 CNC Training (40 hours)
- #2 Phoenix Wood (27 hours)
- #3 Convincing Dad (23 hours)

## LINKEDIN

**2,289** impressions  
**237** followers

## TWITTER

**897 Followers**

Month	Impressions	Posts (lifetime)	Average reach
MAY	26,200	5,969	290
FEB	30,000	5,792	231

## FACEBOOK

Category	May '18	March '18
Impressions	5,285,153 +88%	1,754,155 +38%
Reach	475,557 +58%	107,372 +40.5%
Viral Reach	746	1,154
Engaged Users	4,200	4,420

**Average Reach by Post Type**

Photo	746	→	1,154	→	4,420
Link					
Video					

**Average Engagement by Post**

Photo	90	→	101	→	342
Link					
Video					



## COMMUNICATIONS EXAMPLES

### IT'S WORKING

Marion County continues to supply low unemployment

INSIDE: View to check out that resource. Page 2 | What are the best jobs? Page 3

### On Annual Youth Job Fair

Marion County CareerSource staff and volunteers are busy at the annual youth job fair, helping students find their first job.

### Marion County Youth Career Expo: Community Step-up, Show up, Shine up!

Community members are encouraged to bring their own expertise to the youth career expo.

### Serving both sides of the workforce universe

Marion County CareerSource is committed to helping both employers and job seekers find the right fit.

### YOUTH SOURCE

Marion County CareerSource is providing resources for young adults to help them get started in the workforce.

### Youth Job Fair

Marion County CareerSource is hosting a youth job fair to help students find their first job.

### DRIVE TO THRIVE?

Good driver, but poor credit? Understanding what makes your car rate so high.

Simple common-sense tips can help you get a better rate on your car loan.

### These moms are on a mission

Happy Mother's Day! These moms are making a difference in their community.

### Helping veterans get back to work

Marion County CareerSource is providing support for veterans returning to the workforce.

### A NEW HOME

Hundreds of Puerto Rico residents have come to Marion County after Hurricane Maria.

### Why US is now ripe for many protests

Marion County CareerSource is providing resources for individuals looking for new opportunities.

### Building their futures

Students move from classroom to construction site, gaining hands-on experience.

### Author offers health tips at lecture

Local author shares valuable health and wellness information at a community event.

### Discovering one sharp lawnmower repairman

Marion County CareerSource is providing resources for individuals looking for new opportunities.

### Working it

Local author shares valuable health and wellness information at a community event.

### Housing campus deal closes

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### Author offers health tips at lecture

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