



CareerSource Citrus Levy Marion  
2703 NE 14th St.  
Ocala, FL 34470

## MARKETING AND OUTREACH COMMITTEE AGENDA

Wednesday, August 13, 2025 – 9:00 a.m.

Zoom Meeting: <https://us02web.zoom.us/j/85088647502>

Phone No: 1-646-558-8656 (EST) Meeting ID: 850 8864 7502 Meeting Passcode: 425455

Call to Order

A. Jones

Roll Call

C. Schnettler

Approval of Minutes, May 14, 2025

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A. Jones

### DISCUSSION ITEMS

State Update

R. Skinner

Workforce Issues that are Important to Our Community

R. Skinner

### PUBLIC COMMENT

### ACTION ITEMS

None

### PROJECT UPDATES

What We Do

Pages 4 - 15

R. Skinner

Website Update

Page 16

L. Byrnes

Marketing and Outreach Report

Page 17

L. Byrnes

Event Report

Page 18

M. Saco

### MATTERS FROM THE FLOOR

### ADJOURNMENT

#### 2025 – 2026 MEETING SCHEDULE

Performance/ Monitoring	Business and Economic Development	Career Center	Marketing / Outreach	Education and Industry Consortium	Executive	Full Board	
Unless noted otherwise all committee meetings are held at CareerSource CLM, 2703 NE 14 <sup>th</sup> Street, Ocala, FL 34470							
Tuesday 9:00 am	Wednesday 9:00 am	Thursday 9:30 am	Wednesday 9:00 am	Thursday 9:00 am	Wednesday 9:30 am	Wednesday, 11:30 am	
8/5/2025	8/6/2025	8/7/2025	8/13/2025	8/14/2025	8/27/2025	9/3/2025	CF Levy
11/4/2025	11/5/2025	10/30/2025	11/12/2025	11/13/2025	11/19/2025	12/10/2025	CF Ocala
2/3/2026	2/4/2026	2/5/2026	2/11/2026	2/12/2026	2/25/2026	3/4/2026	CF Lecanto
5/5/2026	5/6/2026	5/7/2026	5/13/2026	5/14/2026	5/27/2026	6/3/2026	CF Ocala

### OUR VISION STATEMENT

*To be known as the number one workforce resource in the state of Florida by providing constructive tools and professional supportive services that are reflected in the quality of our job candidates and meet the needs of the business community.*



**CAREERSOURCE CITRUS LEVY MARION  
Marketing and Outreach Committee**

**MINUTES**

DATE: May 14, 2025  
PLACE: 2703 NE 14<sup>th</sup> Street, Ocala, FL 34474  
TIME: 9:00 a.m.

**MEMBERS PRESENT**

Al Jones, Chair  
Darlene Goddard  
John Murphy  
Kathy Judkins

**MEMBERS ABSENT**

Kim Baxley  
Staci Bertrand

**OTHER ATTENDEES**

Rusty Skinner, CSCLM  
Dale French, CSCLM  
Cory Weaver, CSCLM  
Laura Byrnes, CSCLM

Cira Schnettler, CSCLM  
Melissa Saco, CSCLM  
Amber Battillo, CSCLM

**CALL TO ORDER**

The meeting was called to order by Al Jones, Chair, at 9:00 a.m.

**ROLL CALL**

Cira Schnettler called roll, and a quorum was declared present.

**APPROVAL OF MINUTES**

Darlene Goddard made a motion to approve the minutes from the February 12, 2025, meeting. John Murphy seconded the motion. Motion carried.

**DISCUSSION ITEMS**

**State Update**

Rusty Skinner updated the committee on the following items:

- Preliminary budget estimates have been received but are subject to change. We will learn more after the CareerSource Florida meeting next week.
- The Executive Director of Region 6 has resigned. Their board is searching for a replacement. This may delay regional planning initiatives.

**Workforce Issues that are Important to Our Community**

Al Jones inquired into the addition of the America's Job Center logo on CLM employee's signature line. Dale French explained that all workforce agencies nationally fall under the moniker and the State is requiring all Florida regions to use the universal branding.

## **PUBLIC COMMENT**

## **ACTION ITEMS**

None

## **PROJECT UPDATES**

### **Event Report**

Melissa Saco highlighted items from the Event Report. She was happy to share that the recent Marion County Youth Job Fair had over 466 attendees, one of the most attended event in recent years. There is a job fair scheduled for June in Citrus County and a summer job fair scheduled for July.

### **Marketing and Outreach Report**

Laura Byrnes highlighted a variety of marketing activities that occurred in the quarter.

She noted the below:

- The Heart of HR Conference was extremely successful. The attendee feedback was very positive. The change in venue was also key to the success of the event. During the event one business inquired about sponsoring the event next year.
- The interim website is active. We are also in the beginning stages of development with the new company that will be handling the fully integrated version of the new website.
- The Talent Center team will be holding another Talent Connection workshop showcasing IT candidates. The workshop has been promoted through local and national networks. We are looking forward to a well-attended workshop.

## **MATTERS FROM THE FLOOR**

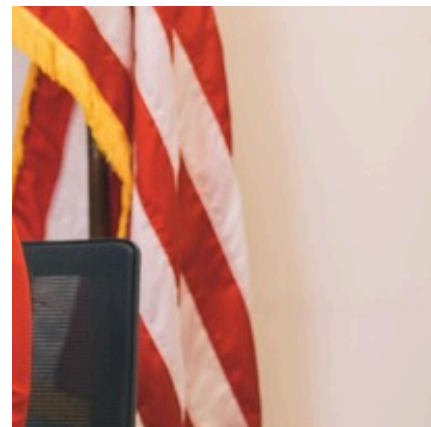
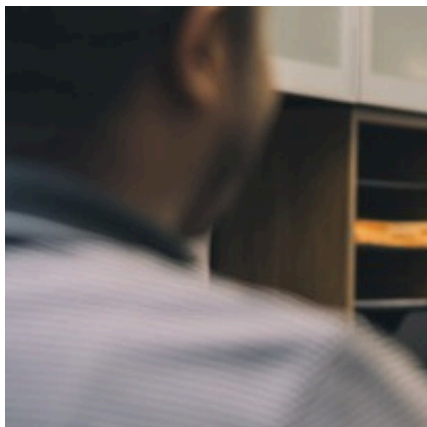
## **ADJOURNMENT**

There being no further business, the meeting was adjourned at 9:29 a.m.

**APPROVED:** \_\_\_\_\_

# What We Do

**Collaborate.  
Innovate.  
Lead.**





## From the Desk of Rusty Skinner, CEO



Too often, CareerSource Citrus Levy Marion is viewed as only a place where citizens can find a job, file for reemployment and where businesses can post their job openings at no expense. These are valuable services that our team provides to our communities.

**But we are much more.** We are a team member in our communities' efforts to build a talent pipeline that supports their economic development and well-being. We are partners with businesses to help upskill their current employees, work with them and our area educational institutions to define curricula that keep them abreast of their changing workplaces. With our school districts, we partner on career awareness programs that expose young residents to future opportunities.

When disasters strike, we work to make sure those affected have access to the services they need, when they need them. When not affected our team uses our mobile units to assist residents throughout the state that have been.

What We Do provides a glimpse at these other roles we play in the workforce development system.

*Rusty Skinner*



CareerSource Citrus Levy Marion is an equal opportunity employer/program. Auxiliary aids/services are available upon request to persons with disabilities and in Spanish. Phone numbers may be reached using TTY/TDD equipment via Florida Relay at 711. For accommodations, call 800-434-5627, ext. 7878. Programs funded by CareerSource CLM as grantee of the U.S. Department of Labor as part of FY26 awards totaling \$9.4 million, revised annually, with no funds from non-governmental sources. A proud partner of the American Job Center network and member of CareerSource Florida.



## COLLABORATE



We promote a culture of teamwork and open communication, both within our region and with others as we work toward common goals. Starting on the next page you'll find details about our *Creating Connections Telecommunications Infrastructure* training grant in collaboration with Regions 6 and 26; Pathways to Permanent Teacher Scholarships in coordination with Marion County Public Schools; Expansion of Career and Technical Education (CTE) in partnership with Levy County School Board as well as CDL training to meet the needs of the LCSB as well as the Levy County Board of County Commissioners; and our regional Heart of HR conference in collaboration with the Ocala Human Resources Management Association (OHRMA).

## INNOVATE



We encourage creative problem-solving that fosters continuous improvement and tackles complex challenges not only for our region but for neighboring regions as well as those across the state. Featured examples include our *Talent Connection* virtual recruiting program; mobile Hurricane Response disaster unemployment assistance efforts; leveraging cross regional initiatives such as handling financial services, coordinating job fairs and hiring events, and facilitating staff training; and Reentry program. For more information, please see pages 7-8.

## LEAD



With a clear vision for success, we aim to inspire and empower others to believe in, and seize, the possibilities. This is demonstrated through our Phoenix Rising YouthBuild, an alternative education, community based program that delivers critical job training and employment services to underserved young adults while helping revitalize economically challenged neighborhoods. Other examples include our Experiential Learning programs (Custom Business Training, On-the-Job Training, Career Learning and internships) as well as ways we give back to the communities we serve through partnerships, volunteering and charitable giving. To learn more, please refer to pages 9-11.

# CREATING CONNECTIONS

## BY THE NUMBERS

- **Boot Camps: 9**
- **Grant Enrollees: 53**
- **Experiential Learning: 27**
- **Certifications: 116**
- **Total Employed: 34**
- **Average Wage: \$19.90**

*Creating Connections* is a collaborative effort between **Regions 6, 10, and 26** designed to help bridge the digital divide for approximately 70,000 residents and businesses in rural counties in north central Florida.

The program, managed by CareerSource Citrus Levy Marion, brings together career development, education and private industry to build and grow a telecommunications infrastructure workforce through classroom and hands-on, on-the-job training. It is available to residents of **Levy, Columbia, Dixie, Gilchrist, Hamilton, Lafayette, Madison, Suwanee, Taylor and Union counties.**

In partnership with the College of Central Florida, students have the ability to earn industry standard certifications during one-week boot camps at the college's Jack Wilkerson Campus in Chiefland. The training is conducted by BDI DataLynk, a standards-based company specializing in Fiber Optic Association sanctioned fiber optics network technician training. FOA is the largest professional society of fiber optics in the world.

Through the federal Building Pathways to Infrastructure Jobs program, *Creating Connections* includes also includes additional telecommunications training and wrap-around services.



“*Echo Technologies was new to Florida and the area. CareerSource CLM made it possible for us to assemble the fiber installation teams we need to get up and running quickly.* - Nathan Peterson, Echo Technologies

*CareerSource CLM has been very supportive of our business needs. This was extremely helpful ... We truly appreciate their efforts and dedication to helping place Floridians in fulfilling jobs.*  
- Trish Pedersen  
Benton Technical Services



## **PATHWAY TO PERMANENT TEACHER SCHOLARSHIPS**

Through partnership with the College of Central Florida and Marion County Public Schools we identified that MCPS has more than 800 teachers on temporary certificates. Since 2023, we have awarded 77 scholarships which enable temporary teachers to enhance their skills and pursue the required training to earn permanent certification and keeping them in their jobs.



## **CAREER AND TECHNICAL EDUCATION EXPANSION**

In partnership with the Levy County School Board, CSCLM has launched a program focusing on high school juniors and seniors who need help pursuing a career path or have not yet identified a career path.

CLM will fund a full-time position to collaborate with school board staff. CLM will also fund a summer position, to be filled by a school board employee, to plan and recruit students; that role will transition to a part-time project coordinator during the school year.

The program is in addition to, not in place of, CSCLM's ongoing Youth Job Fairs and Youth Career Expos. It provides coaching, workshops and other job readiness training to assist rising and graduating students with job search skills, interview preparation, work-based learning opportunities and/or post-secondary education planning. Both CSCLM and the school board are partnering for training with the College of Central Florida.

## **CDL TRAINING TO MEET PARTNER NEEDS**

This unique program was created in partnership with the College of Central Florida, FleetForce, the Levy County Board of County Commissioners, and the Levy County School Board.

CSCLM offset \$17,475 in costs to provide CDL Class A training for five county employees and, at the county's request, added a manual transmission component to the training.

In addition, CSCLM covered the tuition to provide CDL Class B training for two Levy County high schoolers.





# THE HEART OF HR

*Driving Engagement and Innovation*



Since 2021, CSCLM has put on a regional conference in partnership with the Ocala Human Resources Management Association (OHRMA) to educate local business owners and managers as well as economic development and HR professionals in labor market information, employment law, and the latest in hiring and technology trends.

The *Heart of HR* features a full day of networking, exhibitors, and presentations from leading experts on topics that matter to companies of all sizes, such as ethically navigating AI in HR practices and building a future-ready workforce to withstand labor shortages.

The 2025 conference, *Heart of HR: Driving Engagement and Innovation*, was headlined by Johnny C. Taylor, Jr., president and CEO of the Society for Human Resource Management (SHRM), the world's largest HR professional society. The conference is also eligible for continuing education credits from SHRM and the Human Resources Certification Institute (HRCI).



# Talent Connection

## AT A GLANCE

**Sessions:** 3 + 2 upcoming

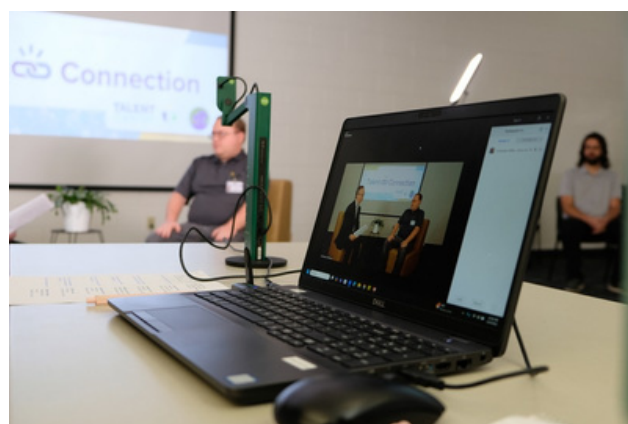
**Job Candidates:** 23

**Recruiters/Employers:** 37

In the fall of 2024, we launched **Talent Connection**, a virtual recruiting platform designed to benefit soon-to-be or recent postsecondary Graduates, Employers, Educational Partners and other Local Workforce Development Boards.

Highly qualified, vetted candidates are prepared and interviewed live via videoconferencing for registered employers.

This fee-free initiative has garnered interest from LWDBs outside our region and state.



## HURRICANE RESPONSE



In the wake of hurricanes **Debby**, **Helene** and **Milton**, CSCLM deployed its Mobile Resource Centers to Cedar Key, Chiefland, Crystal River, and Inglis, as well as to Mayo (Region 6) and Cross City (Region 26) to assist with those in need of Disaster Unemployment Relief.

In 2023, our mobile resources rolled out during Labor Day weekend, and beyond, to help provide DUA assistance following **Hurricane Idalia**. The hurricane caused historic storm surges in Levy, Dixie and Taylor counties. One of Idalia's impacts was to destroy Cedar Key's clam industry and damage the oyster industry in Dixie County. CSCLM managed a year-long displaced worker grant which offset payroll costs enabling farmers to hire back 200 displaced workers needed to restore crops.

Helping other regions provide DUA is new. When **Hurricane Michael** plowed through the Panhandle in 2018, our mobile teams set up shop for eight weeks in Bay and Franklin counties (Region 4) to assist staff from the CareerSource Gulf Coast region – many of whom had lost their own homes and work sites. And when **Hurricane Ian** raked Flagler and Volusia counties on its way out of Florida in September 2022, we sent mobile career centers to Daytona Beach (now in Region 27) to assist staff from that region.

INNOVATE



# CROSS REGIONAL LEVERAGING

**Optimizing Resources** Since 2012 we have assisted Region 6 by handling its financial services which include General Accounting, and Accounts Payable/Accounts Receivable as well as preparing its financial statements. Additionally, by classifying R6 staff as leasing staff, we create a larger health insurance pool, allowing both regions to benefit from lower and more consistent premium costs.

**Job Fairs / Hiring Events** We continue to partner with other regions to coordinate a variety of cross regional job fairs and hiring events such as a Tri-County Resources and Job Fair, Three Region Agriculture Job Fair, Levy and Gilchrist County Job Fair and Marion and Alachua County Job Fair for the University of Florida Veterinary Hospitals, as well as monthly hiring events for the Florida Department of Corrections Cross City Correctional Institution in Dixie County.

**Staff Training** CSCLM has also hosted cross regional staff training including a two-day training for Certified Business Services Consultant and a one-day training for Crisis Communication. In addition to CSCLM, the training sessions were attended by staff from Regions 6 and 26.



# REENTRY PROGRAM

## AT A GLANCE

**Program Launched: 2019**

**Number Served: 500 men and women**

**Credentials Earned: 500**

The program started at Lowell Correctional Institution with 15 participating in a 6-8 week employability class. It has evolved to work more closely with the mandatory reentry program, *Compass 180*, and since 2022 has operated primarily out of the Florida Women's Reception Center (FWRC). CareerSource CLM services are explained at FWRC and each student is given the opportunity to request one-on-one pre-release career services.

The onsite Career Development Coach assists three days a week with resume development, career development plans, and mock interviews; students are also given the Career Development Coach's contact information for post-release support.

The credentials are earned through the *Win Career Readiness System*. CareerSource CLM continues to provide regular support to Lowell CI, the Marion Correctional Institution and to the CoreCivic Citrus County Detention Facility.

# PHOENIX RISING YOUTHBUILD



## Success By The Numbers

- Launched in 2011
- 237 Youth Served
- 165 Entered Employment/EDU
- 125 Completed High School diplomas
- 1,228 Credentials Earned
- 17 Homes Built for Deserving Habitat Partners

Our nationally acclaimed **Phoenix Rising YouthBuild** program delivers job training and employment services to underserved 18- to 24-year olds while helping revitalize economically challenged neighborhoods in collaboration with Habitat for Humanity and other public and private community partners.

Through the 20-week alternative education, community-based program, students earn high school diplomas and industry credentials as well as prepare for postsecondary training opportunities including college, apprenticeships, enlistment in the military and employment.

The program has earned recognition from the Florida League of Cities, National League of Cities, Harvard's School of Business, and has received Habitat for Humanity International's highest honor, the Clarence E. Jordan Award for creativity and innovation in building homes and communities.

Members of CareerSource CLM staff have been featured during the US Department of Labor's Region 3 peer-to-peer learning sessions sharing best practices, documentation and case management strategies.





# EXPERIENTIAL LEARNING

CareerSource CLM offers private/for-profit businesses a variety of opportunities to strengthen their workforce. Each program is designed to meet an employer's unique and evolving needs.

- **Custom Business Training** covers 50% of out-of-pocket costs to help businesses maintain a competitive edge by enhancing the skills of current employees.
- **On-the-Job Training** helps businesses with difficulty filling skilled positions by supporting the training of new hires and covering related costs like tools and uniforms. OJTs provide up to 50% wage reimbursement for up to six months.
- **Career Experience** and **Internships** allow businesses to try out and train potential employees at our cost for up to 12 weeks, providing much needed experience to candidates lacking specific skills.



## Custom Business Training

Successful Completions: 10\*  
In Progress: 6  
Offset Costs: \$67,962



## On-the-Job Training

Successful Completions: 7  
In Progress: 3  
Offset Costs: \$46,069



## Career Experience

Successful Completions: 9  
In Progress: 5  
Benefit to Business: \$61,953



## Internship

Successful Completions: 7  
In Progress: 1  
Benefit to Business: \$30,431

## Partnerships

We leverage resources and expertise by collaborating with organizations throughout our region and by engaging with community initiatives to address local challenges and support holistic solutions. Those organizations and initiatives include:

- Central Florida Community Action
- Citrus County Chamber of Commerce
- Citrus County Opioid Task Force
- Citrus County Transit
- Levy County Commission
- Levy County Resource Fair
- Marion County Continuum of Care: resource and referral subcommittee
- Ocala Human Resource Management Association
- Ocala Metro Chamber & Economic Partnership
- Tri-County Long-Term Recovery Group
- United Way's Strong Families
- SunTran
- Urban League of St. Petersburg
- Zero Hour Life Center

## Volunteering

- Citrus County Cancer Foundation
- Community Home Project
- Early Learning Coalition of Marion County
- Early Learning Coalition of the Nature Coast
- Family Resource Center
- Festival Latino
- Levy Disadvantaged Transportation Board
- Marion County Affordable Housing Advisory Committee (AHAC)
- Marion County Children's Alliance
- MCPS Resource Fairs
- Mid-Florida Community Action Agency
- Mid-Florida Regional Manufacturers Association's Bowl-A-Thon Scholarship Fundraiser
- National Caucus and Center on Black Aging
- Nonprofit Business Council
- Pace Center for Girls of Marion County
- Seniors at Work
- Tri-County Job and Resource Fair
- United Way of Citrus County
- United Way of Marion County
- United Way of North Central Florida
- Veterans Resource Fair

## Charitable Organizations

- American Heart Association's Heart Walk
- Another Way of Levy County
- Boys and Girls Club
- Bronson Public Library
- CASA of Citrus County
- CitrusAID Cancer Foundation
- Citrus County Animal Rescue
- Citrus County Education Foundation
- Domestic Violence Center of Marion County
- Early Learning Coalition of Marion County
- Food Pantry Drives
- Florida Breast Cancer Foundation
- Florida Women's Reception Center
- Michelle-O-Gram
- Jessie's Place and the Citrus County Children's Advocacy Center
- Kid's Central
- Levy County Schools Foundation
- Operation Welcome Home
- Public Education Foundation of Marion County
- School Supply Drive
- The Rock
- United Way Campaigns



**27,547**  
**Center**  
**Traffic**



**592**  
**Businesses**  
**Helped**



**CITRUS COUNTY**

683 S. Adolph Point | Lecanto

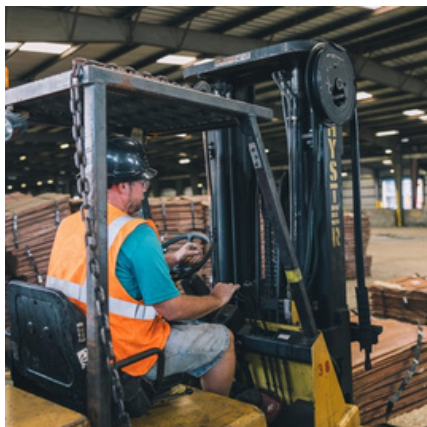
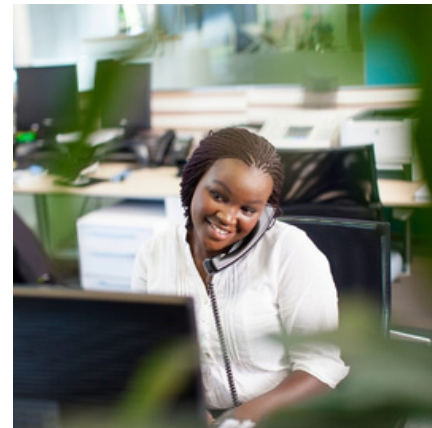
**LEVY COUNTY**

2175 NW 11<sup>th</sup> Dr. | Chiefland

**MARION COUNTY**

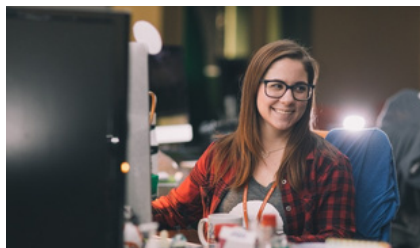
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**44,050**  
**Online**  
**Services**



**30,044**  
**Managed**  
**Job Orders**

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## Marketing/Outreach Highlights May 22-Aug. 6, 2025

**Job Fair Support** (Citrus County and Summer Job Fair) Collateral Recruitment Fliers, Social Posts, News Release, Day-of Photos and Social Posts, Videos.

Of note: there were 977 bitly link clicks, QR code scans or bitly page clicks driving traffic to registrations pages: 367 to the job seeker registration page for the Citrus County Job Fair and 422 for the Summer Job Fair. In terms of conversion, for the Summer Job Fair, of the 209 registered job seekers, 73 registered the day before and day of, for a 35% conversion rate (5%-15% is considered excellent).

**Heightened Awareness/Media Coverage** 22 news stories and features, including the Citrus County Chronicle's *Citrus County Summer Job Fair Returns with Plenty of Hot Jobs* and 352today's *Local Job Fair Promises Fast-Track Hiring and Face Time with Top Employers*.

**Business Showcase** 1) July program featured Viceroy Home Health and the Summer Job Fair. 2) Met with the Business Development Team to provide support/guidance in their efforts to recruit businesses to showcase.

**Success Stories** OJT Package: Photos, Testimonial, Interview/Story, Videos (60-second, 90-second and 4-minutes) for Silver Wolf Holdings; Broadband Package: Photos (employer and employee), Testimonial, Interview/Story for Benton Technologies; PRYB Graduate Comes Full Circle from student to homeowner/Vanessa Wingo: Photos, Story.

**Other** Trailer Wrap (design/production), assisted with new Building Sign, onboarding enhanced Mail Chimp platform.



## **WEBSITE REDEIGN**

Since the May report, we have met with the Appleton team to review the first draft of the site map and recommended software. The site map was shared with Melissa who made suggestions that were shared with Appleton during a subsequent meeting. Requested check-in meeting for week of Aug. 11

### **Homepage Hierarchy**

To Do: provide content for nine suggested sections (CSCLM)

Next Step: Homepage Design (Appleton)

### **Sitemap Highlights**

- Consolidation of outdated or underutilized content
- Streamlined navigation with updated language (e.g., “Job Seekers,” “Employers”)
- Clearer organization of internal tools and county-specific resources
- A simplified footer structure for ease of access across the site
- Introduction of a utility nav to support key actions like site search

**Plugin review/recommendations** aligned with the goals for the site for both events (calendar) and AI chatbot functionality. Both are scalable, easy to manage, and designed to support the user experience CSCLM is working to create.

We’ve submitted questions about the functionality of recommended software and requested demos to gauge whether to launch with free or moderately priced versions.

## **WEBSITE SECURITY**

Continue to work with the contractors on a weekly basis on issues with the migrated version of the current site. Issues affect ability to edit/update the site and do not impact site security.

### PY 24 - 25 Individual Events

**Total Events: 31  
Attendees: 1334  
Reported Hires: 182**

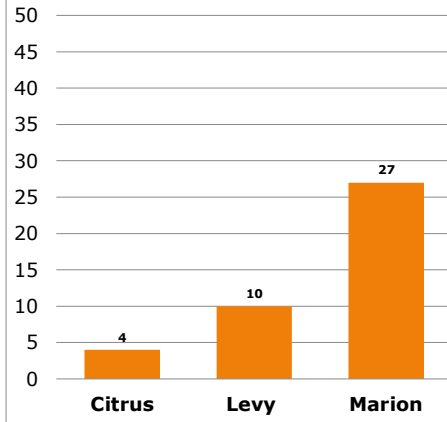
### PY 24 - 25 Job Fairs

**Attendees: 1470  
Businesses: 189**

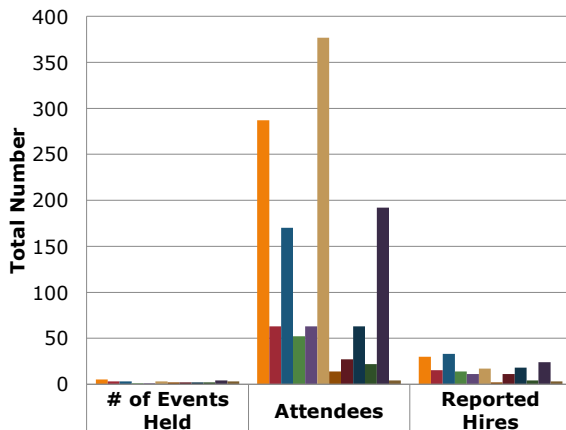
### Upcoming Events

**November 13 Paychecks for Patriots  
October 2 Marion County Job Fair**

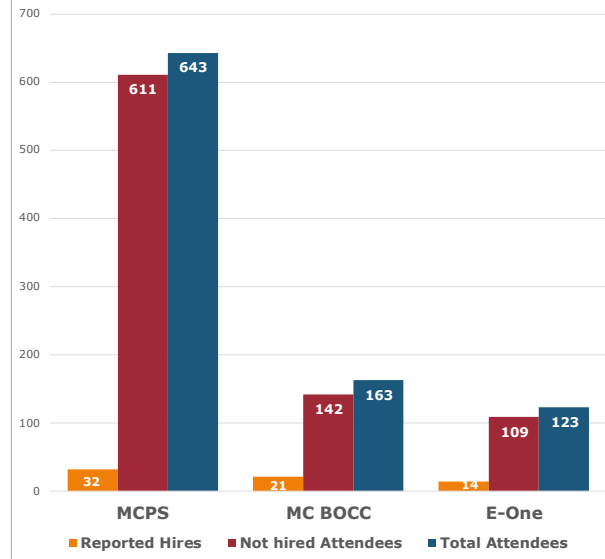
### Job Fair and Hiring Events by County PY 24-25



### Individual Hiring Events



### Top 3 Hiring Events Program Year 2024-2025



### Other Individual Hiring Events 4/2025 - 6/2025

Event Date	Event Name	Event Location	County
4/17 & 5/14	Labor Finders	14th Street	Marion
4/24	Viceroy Home Health	14th Street	Marion
5/20 & 6/17	Florida Department of Corrections	Chiefland	Levy
5/21	RealTruck	RealTruck	Marion
6/9	Gracefully Meek Home Care	Chiefland	Levy
6/15	CartWorks	Cartworks	Marion