



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

MARKETING AND OUTREACH COMMITTEE AGENDA

Wednesday, February 11, 2026 – 9:00 a.m.

Zoom Meeting: <https://us02web.zoom.us/j/89579528261>

Phone No: 1-646-558-8656 (EST) Meeting ID: 895 7952 8261

Call to Order	A. Jones
Roll Call	C. Schnettler
Approval of Minutes, November 12, 2025	A. Jones

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DISCUSSION ITEMS

State Update	R. Skinner
Workforce Issues that are Important to Our Community	R. Skinner

PUBLIC COMMENT

ACTION ITEMS

None

PROJECT UPDATES

Williston Airport - https://youtu.be/Jv2GvZirdco	R. Skinner
Event Report	Page 4
Website Update	M. Saco
Marketing and Outreach Report	L. Byrnes

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 th 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
					1/30/2026		
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	6/10/2026	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: November 12, 2025
PLACE: 2703 NE 14th Street, Ocala, FL 34474
TIME: 9:00 a.m.

MEMBERS PRESENT

Darlene Goddard
John Murphy
Kathy Judkins
Staci Bertrand

MEMBERS ABSENT

Al Jones, Chair

OTHER ATTENDEES

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

Cira Schnettler, CSCLM

CALL TO ORDER

In Al Jones' absence, the meeting was called to order by Staci Bertrand, Committee Chair at 9:04 a.m.

ROLL CALL

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

APPROVAL OF MINUTES

John Murphy made a motion to approve the minutes from the August 13, 2025, meeting. Kathy Judkins seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Dale French updated the committee on the following items:

- CareerSource Florida and Florida Commerce sent a letter to the Chair informing the Board that our region has been placed on a performance improvement plan. Commissioner Zalak and Board Chair Carl Flanagan, along with CLM leadership, will be attending a conference call on November 14 with State representatives to identify the metrics that need improvement. A corrective action plan will then be developed and presented at the December board meeting.

Workforce Issues that are Important to Our Community

Staci Bertrand shared that a new transmission training facility recently opened in Sumter County. The training facility includes substation and relay equipment.

PUBLIC COMMENT

No Public Comment

ACTION ITEMS

WRA Grant

Dale French explained the State has allocated \$5 million to be used for rural workforce initiatives throughout the State. A need for aviation career paths in Levy County has been identified as a potential project. We are joining a variety of community partners to include CF, Marion Technical College, the City of Williston, and the business community to submit a plan to receive funding through this grant. If awarded part of the grant money would be used to market the program to students and their parents. There has been a recent project update from the State that is not included in the attached project plan. When the final details have been provided a revised plan will be presented at the next executive and full board meetings.

John Murphy made a motion that the grants funds of \$150,000 will be allocated with \$70,000 for career path marketing and \$80,000 for project management, strategic management, or training. Kathy Judkins seconded the motion.

PROJECT UPDATES

Event Report

Melissa Saco highlighted items from the Event Report. There has been record attendance at job fairs and hiring events. The next Paychecks for Patriots events have been scheduled for November 13 in Marion County, December 3 in Citrus County and a Veterans Resource Fair is scheduled for December 11 in Levy County.

Website Re-Design

Laura Byrnes reviewed the updates on the website redesign. She also noted there have been delays in development but believes things are getting back on track. Staci Bertrand asked if the design company is meeting the state requirements and if the company had worked with other regions. Laura Byrnes confirmed both items.

Marketing and Outreach Report

Laura Byrnes was happy to share the successes of the broadband boot camp. Dale French gave kudos to the marketing team for their marketing efforts to recruit participants. The next boot camp will be in February, and marketing will begin in December.

Laura highlighted items from the other priority projects the marketing team is actively working on.

MATTERS FROM THE FLOOR

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:38 a.m.

APPROVED: _____

PY 25 - 26 Individual Events

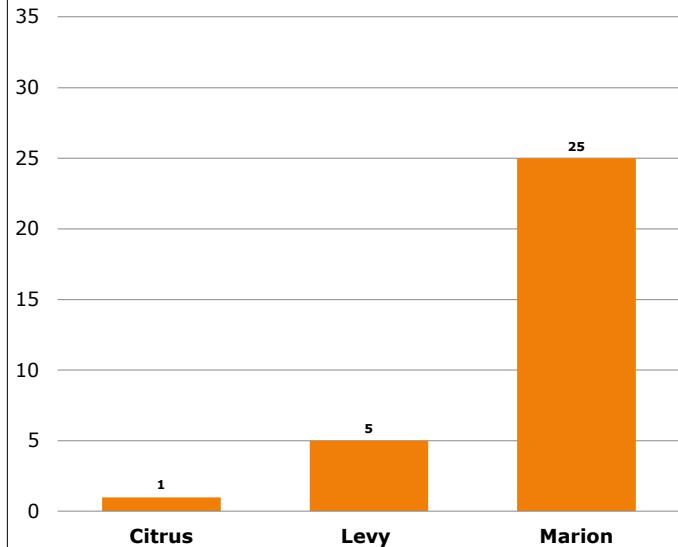
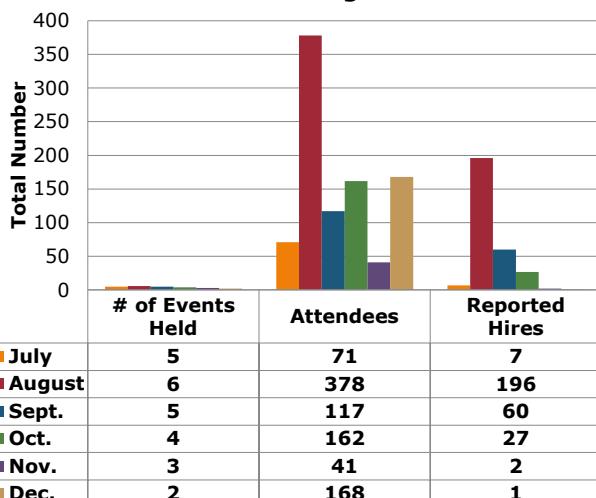
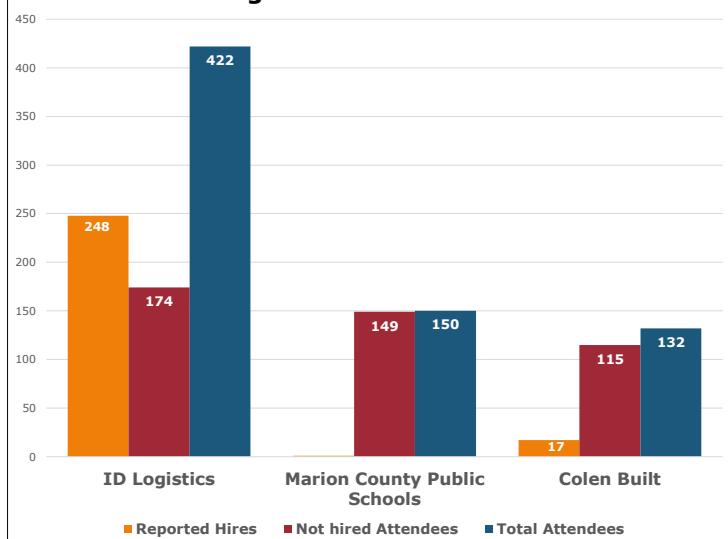
Total Events: 25
Attendees: 937
Reported Hires: 390

PY 25 - 26 Job Fairs

Attendees: 665
Businesses: 69
Confirmed Hires: 29

Upcoming Event

March 4 CDL Job Fair

**Job Fair and
Hiring Events by County
PY 25-26**

Individual Hiring Events

**Top 3 Hiring Events
Program Year 2025-2026**

Other Individual Hiring Events 10/2025 - 12/2025

Event Date	Event Name	Event Location	County
10/3	Job and Talent Staffing	14th Street	Marion
10/6, 11/4, 12/2	Spherion Staffing	14th Street	Marion
10/16 & 11/19	Florida Department of Corrections- Cross City	Chiefland	Levy

Our collaboration with CareerSource is extremely important to Citrus County, as it allows us to better connect with our community's veterans and their families and provide meaningful employment opportunities.

-Lori McKenzie, Citrus County Board of County Commissioners

MARKETING AND OUTREACH COMMITTEE | FEB. 11, 2026

PRIORITY PROJECTS [LISTED IN ALPHABETICAL ORDER]

CHIEFLAND MOVE

- Prepared social media campaign with hashtags, visuals and engagement prompts scheduled to launch Feb. 2 (20+ posts scheduled through the end of the month with additional set for March and April)
- Contacted 10 sign companies and secured three quotes from reputable companies we've done business with to remove the storefront window perfs and sign for storage and subsequent
- Placed weekly digital banner ad with HardisonInk (as part of our annual contract)
- Ready to reach out to Levy County media with details of the move (awaiting confirmation on Bronson site and dates)

DISLOCATED WORKER

- 25 posts/14 designs on Facebook and Instagram from Dec. 22, 2025, through Jan. 2
- Primary Messaging: *Help Is Here* and CTA: *Call Click Connect*
- Reach: 3,000 Reactions: 33 Shares: 20
- Will continue to rotate posts on social

FIBER OPTIC BOOT CAMP

- News release distributed on Dec. 2, 2025, to 15 targeted media outlets in R10, R6 and R26. Outreach included personalized emails to editors highlighting benefits of the program to their specific market service areas.
- Outreach resulted in coverage in 352Today, HardisonInk, Levy Citizen, the Riverbend News, Madison County Carrier, and Gilchrist County Observer. These were what we were able to track; some outlets ran multiple stories.
- Customized news releases and flyers sent to contacts in three regions
- Targeted digital media campaign launched Dec. 2, 2025, and ran through Jan. 16. Total spend: \$1,275
 - **Region 10:** 394 landing page views
 - 58,942 impressions
 - **Region 26:** 374 landing page views
 - 60,739 impressions
 - **Region 6:** 488 landing page views
 - 68,137 impressions
- Outcomes: 6 initial and 2 final enrollees (both R10), 2 referrals (R6) and 6 referrals (R26)

HEART OF HR CONFERENCE [NEW SINCE LAST COMMITTEE MEETING]

- Invitations designed/produced, Sizzle Reel, and Direct Marketing email to 2024 and 2025 attendees
- Early Bird Tickets News Release distributed to all regional media, board members, public officials and other local decision makers
- Social media event and campaign launched on Facebook and LinkedIn (organic and placed)
- Prepared strategic placed media campaigns with traditional and digital media, direct marketing and geofencing for mid-February through first week in April.
- Arranged for and attended promotions at exCEPtional mornings and Bellevue On The Rise (slide, remarks from the stage and distribution of printed invitations)
- Secured in-kind media sponsorships with North Florida Central Media (352Today, K-Country and Wind-FM), and the CEP
- Scheduled interview with NFCM Homepage program with NFCM and promotion on the CEP's *Weekly Buzz*

WEBSITE [NEW]

- Submitted all content for Phase I to Appleton on Dec. 17, 2025
- Received hierarchy for Phase II content from Appleton on Jan. 8
- Met with Appleton team on Jan. 23 to review Phase I pages which we are currently editing
- Target mid-February to submit Phase II content

WILLISTON REGIONAL AIRPORT [LEVY COUNTY AVIATION]

- Supplied Ben Stegal and Digital Fury with Q&A for interview on Dec. 2, 2025
- Video shot at WRA on Jan. 5
- Received draft of video on Jan. 11, submitted suggested revisions Jan. 12
- Awaiting final review Jan. 26