



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

MARKETING AND OUTREACH COMMITTEE AGENDA

Wednesday, May 14, 2025 – 9:00 a.m.

Zoom Meeting: <https://us02web.zoom.us/j/89239766799>

Phone No: 1-646-558-8656 (EST) Meeting ID: 892 3976 6799

Call to Order

A. Jones

Roll Call

C. Schnettler

Approval of Minutes, February 12, 2025

Pages 2 - 3

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

Event Report

Page 4

C. Weaver

Marketing and Outreach Report

Pages 5 - 20

L. Byrnes

MATTERS FROM THE FLOOR

ADJOURNMENT

2024 – 2025 MEETING SCHEDULE							
Performance/ Monitoring	Business and Economic Development	Marketing / Outreach	Career Center	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	Wednesday 9:00 am	Thursday 9:30 am	Thursday 9:00 am	Wednesday 9:30 am	Wednesday, 11:30 am	
8/13/2024	8/14/2024	8/21/2024	8/15/2024	8/29/2024	8/28/2024	9/4/2024	CF Levy
11/12/2024	11/6/2024	11/13/2024	11/7/2024	11/14/2024	11/20/2024	12/11/2024	CF Ocala
2/4/2025	2/5/2025	2/12/2025	2/20/2025	2/6/2025 CF - Room 206 Enterprise Center	2/26/2025	3/12/2025	CF Lecanto
5/6/2025	5/7/2025	5/14/2025	5/15/2025	5/8/2025 CF - Room 206 Enterprise Center	5/28/2025	6/4/2025	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: February 12, 2025
PLACE: 2703 NE 14th Street, Ocala, FL 34470
TIME: 9:00 a.m.

MEMBERS PRESENT

Al Jones, Chair
John Murphy
Kathy Judkins
Kim Baxley
Staci Bertrand

MEMBERS ABSENT

Darlene Goddard

OTHER ATTENDEES

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

Cira Schnettler, 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

John Murphy made a motion to approve the minutes from the November 13, 2024, meeting. Kim Baxley seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Dale French updated the committee on the following items:

- The Consortiums of all three workforce regions (CLM, Region 6, and Region 26) have met and agreed to sign off on the regional planning identification application. The regional planning application was submitted to the State and will be on the agenda for the February CareerSource Florida board meeting.
- The Dislocated Worker Grant that is funding recovery efforts from Hurricane Idalia was not renewed and will be ending beginning in March. This grant was very successful with 197 enrollments and a community investment upwards of ten-million dollars. We have been notified that a \$250,000 grant has been awarded for

Hurricane Helene recovery of the aquaculture farmers. This amount will extend the program for an additional week. We are hopeful of receiving additional funding to allow the program to be extended through June 30, 2025.

Workforce Issues that are Important to Our Community

Al Jones shared that the auto repair industry has an increased need for workers and attributed the increase due to tax season.

Business Services Consultant

Dale French shared that an RFP for a business services consultant was posted and did not receive any bids. We were looking to hire a third party to identify opportunities for improvement in our business services department. Other options will be explored.

PUBLIC COMMENT

None

ACTION ITEMS

Website RFP

Dale French explained that five website developers submitted their proposals. The proposals were reviewed and scored. The two highest scoring developers were contacted for additional input and the recommendation is to contract with Appleton Creative. They are a local firm in Marion County. There was discussion about security and the development platform. The website will not contain portals for the general public to create accounts or share private information. It was noted that the platform will meet our needs. Kathy Judkins made a motion to proceed with an agreement with Appleton Creative for website development. John Murphy seconded the motion. Motion carried.

PROJECT UPDATES

Event Report

Cory Weaver highlighted items from the Event Report. She noted increased attendance at hiring events and job fairs. She also noted two upcoming job fairs. She invited the committee members to attend the February job fair at MTC in Marion County and the April job fair at WTC in Citrus County. There will also be youth job fairs occurring in all three counties in the next quarter.

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 will be held on April 1, 2025, at the Circle Square Cultural Center in On Top of the World. Sponsorship opportunities are available. Johnny C. Taylor, a prominent figure with SHRM will be the keynote speaker. The committee viewed the sizzle reel for the event. Staci Bertrand and Al Jones acknowledged how professional the artwork is for the event.

MATTERS FROM THE FLOOR

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:44 a.m.

APPROVED: _____

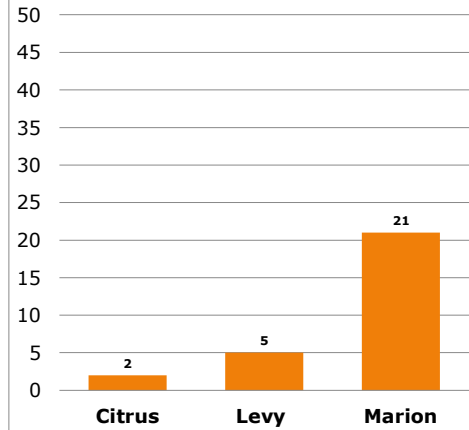
PY 24 - 25 Individual Events

Total Events: 22
Attendees: 1116
Reported Hires: 149

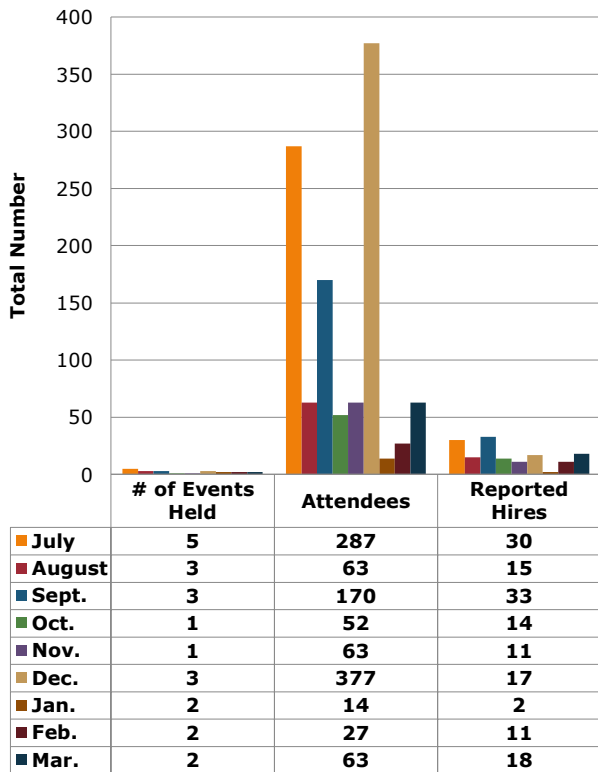
PY 24 - 25 Job Fairs

Attendees: 733
Businesses: 117

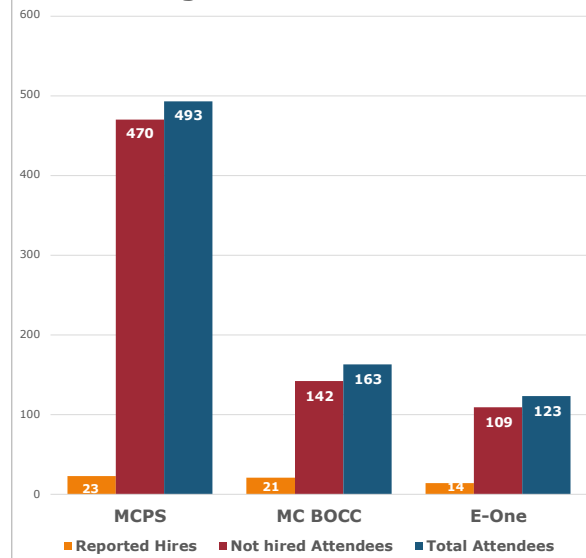
Job Fair and Hiring Events by County PY 24-25



Individual Hiring Events



Top 3 Hiring Events Program Year 2024-2025



Other Individual Hiring Events 1/2025 - 3/2025

Event Date	Event Name	Event Location	County
1/22 & 2/18	Florida Department of Corrections	Chiefland	Levy
1/28	Coca Cola Beverages Florida	14th Street	Marion
2/4	Monterey-Blackfin Boats	Monterey-Blackfin Boats	Levy
3/12	CX Ocala LLC	14th Street	Marion



OUTREACH HIGHLIGHTS

COMMUNICATIONS AND MARKETING | MAY 14, 2025



APRIL 1, 2025 | CIRCLE SQUARE CULTURAL CENTER



	TICKETS SOLD + 45%
	ATTENDANCE + 38%
	“WORTH IT”/REASONABLY PRICED 95%
	PLAN TO ATTEND NEXT YEAR: 93%
	SURVEY RESPONDENTS: 37%
	OVERALL CONFERENCE RATING: 9.6



THE HEART OF HR

DRIVING ENGAGEMENT AND INNOVATION

“ This was my first HR conference and have already learned so much! I will definitely attend many more in the years to come. – ERIN ”

“ Thank you for great content, location and networking opportunities. – MIRIAM ”

“ This has been one of the best one-day conferences overall that I have attended in my HR career. Kudos! – VANESSA ”

“ Amazing team. Someone always checked to see if I needed anything. Very happy! – IAN, Exhibitor ”

THE HEART OF HR

DRIVING ENGAGEMENT AND INNOVATION



THE HEART OF HR

DRIVING ENGAGEMENT AND INNOVATION





WEBSITE UPDATES

SECURITY MIGRATION

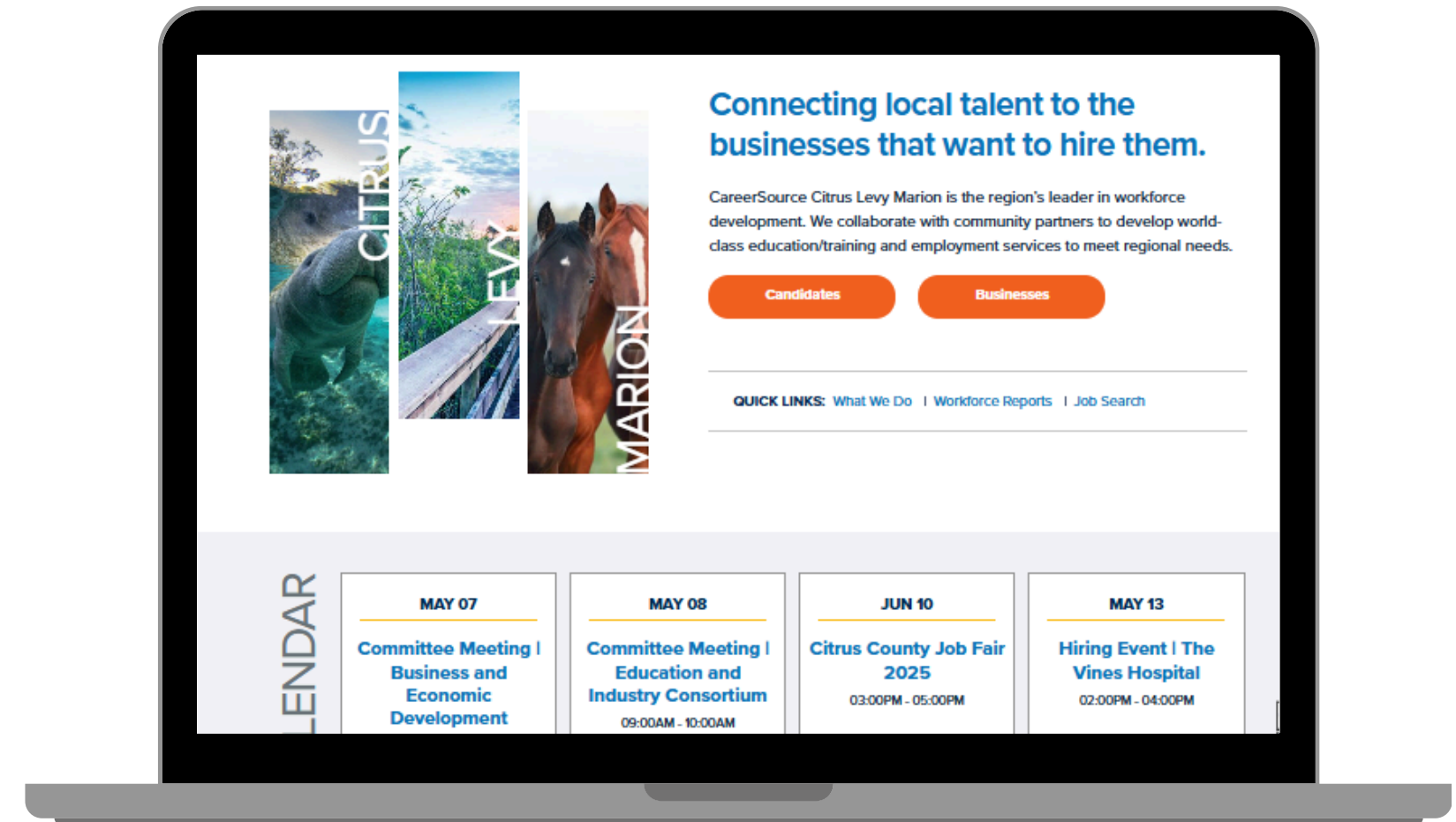
- Custom coded (Laravel) security migration complete
- Staff Trained
- Continued Audit / Ongoing Creation of Punch List of Tweaks

REDESIGN PROJECT

- Discovery session with Appleton Creative April 17
- Received and Fulfilled Action Tasks April 21 (provided backend and Google 4 Analytics credentials)
- Received Next Steps Action Tasks May 2; working through rubric for structuring and optimizing on-page content to include actionable SEO components like key phrase strategy, meta descriptions, and header tags

ONGOING

- Continue Daily Updates of Content and Links
- Oversee Routine Maintenance



Marion County Youth Job Fair

466 Young Adults!



April 29, 2025

Levy County Youth Career and Job Fair



April 23, 2025

CDL JOB FAIR

MARION COUNTY



February 27, 2025

BUSINESS SHOWCASE

WCLM Studio 2703



HCA FLORIDA | March 27
Ocala Hospital
West Marion Hospital



CARDINAL GLASS | April 30



CREATING CONNECTIONS BROADBAND

Congratulations Graduates!

Connect to a **Brighter Future with Telecommunications**

See if you are eligible for free telecommunications training and job placement in:

- Fiber Optics Technicians and Installers
- CDL Drivers/Equipment Operators
- Network Techs and IT Specialists
- Project Management

Free Fiber Optics Boot Camp:
Monday, June 9 to Friday, June 13
College of Central Florida
Jack Wilkinson Levy Campus
15390 U.S. Hwy 19, Chiefland

Call **800-434-JOBS, ext. 4206** or email **broadband@careersourceclm.com**




CareerSource CITRUS | LEVY | MARION

CF COLLEGE OF CENTRAL FLORIDA

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. Program funded by CareerSource CLM as grantee of the U.S. Department of Labor as part of awards totaling \$15.4 million, revised annually, with no funds from non-governmental sources. A proud partner of the American Job Center network and member of CareerSource Florida.

Creating Connections

Join Training in Telecommunications Information Technology at Levy, Dixie and Gilchrist Counties

Training Programs and Job Placement:

- Fiber Optics Technicians and Installers
- CDL Driver/Equipment Operators
- Network Techs and IT Specialists
- Project Management

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COUNTRY LEGEND
 CITRUS | LEVY | MARION | GILCHRIST | DIXIE | CHIEFLAND | WZCC

CLIENT: CAREERSOURCE CITRUS LEVY MARION
 LENGTH: 30
 TITLE: FIBER OPTICS BOOT CAMP
 DATE NEEDED: MAY 1, 2025
 ACCT EXEC: MIKE

CART:

01 ARE YOU READY FOR A HIGH-PAYING, IN-DEMAND CAREER IN
 02 TELECOMMUNICATIONS? CAREERSOURCE CITRUS LEVY MARION IS EXCITED TO
 03 OFFER A **FREE** FIBER OPTICS BOOT CAMP FOR RESIDENTS OF LEVY, DIXIE,
 04 AND GILCHRIST COUNTIES. IN JUST ONE WEEK, YOU'LL GAIN HANDS-ON
 05 TRAINING, EARN INDUSTRY CERTIFICATIONS, AND MASTER THE SKILLS TO
 06 INSTALL AND MAINTAIN HIGH-SPEED INTERNET NETWORKS. CLASSES KICK
 07 OFF JUNE THIRD AT THE COLLEGE OF CENTRAL FLORIDA LEVY CAMPUS IN
 08 CHIEFLAND. DON'T MISS OUT ON THIS INCREDIBLE, **FREE** OPPORTUNITY! TO
 09 LEARN MORE, CALL TODAY: **1 800 434 JOBS, EXTENSION 4206.**
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Call for more info on 14 Pages
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 SETTING
 100' - 1000' 4-5 Lines
 100' - 1000' 6-8 Lines
 100' - 1000' 10-12 Lines
 100' - 100' 14-16 Lines
 100' - 100' 18-20 Lines
 100' - 100' 22-24 Lines
 100' - 100' 26-28 Lines
 100' - 100' 30-32 Lines

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February and June Boot Camps

- Full-Page Ad in Levy Citizen Grad Tab
- Half-Page Ads (5) in Levy Citizen
- Quarter-Page Ad (no charge) in Levy Citizen
- Full-Page Cover Ads (5) in Tri-County Bulletin
- 84 half-minute spots on WLQH Chiefland and WZCC Cross City - Classic Rock and Classic Country
- Updated Sandwich Boards and Flyers
- Weekly Digital Banner Ad in Hardison Ink's LIFE section
- News Releases Distributed to Targeted Media in Levy, Dixie, and Gilchrist counties

MORE BELOW THIS AD

FREE TRAINING!

BROADBAND BOOT CAMP

June 9-13
College of Central Florida
Jack Wilkinson Levy Campus
800-434-JOBS, ext. 4206 or
broadband@careersourceclm.com



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Click On Ad To Go To Website.

SOCIAL MEDIA / DIGITAL STATS

Last 90 days

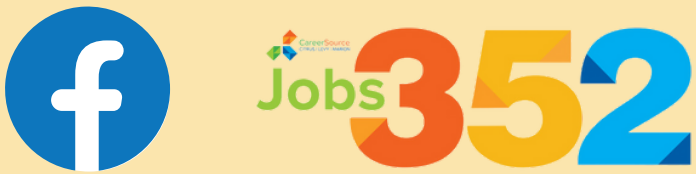


Total Followers: 3,272

Reach: 13.2K
Engagement Rate: 6.4%
96+ new page Follows

Best Post 2/14/25

Views:
3,901
Hiring Event
Shares:
16

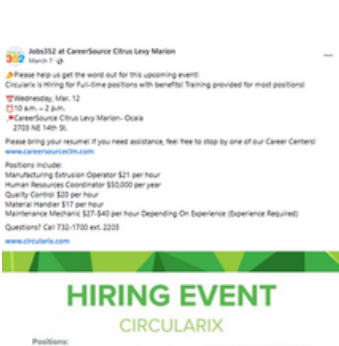


Total Followers: 2,104

Reach: 11.4K
Engagement Rate: 6.5%
19+ new page Follows

Best Post 3/7/25

Views:
772
Hiring Event
Shares:
29



Total Followers: 1,202

Unique Visitors: 141
Impressions: 5,211
Engagement Rate: 8.2%
35+ new page Follow

Best Post

Views:
495
We're Hiring
Shares:
2



Total Subscribers: 2,820

Open Rate: 30.5%
Click Rate: 2.7%
451+ new subscribers

Average Rates for
the Nonprofit
Industry Sector

Open Rate: 40.0%*
Click Rate: 3.27%*

According to Intuit and Mailchimp*

SOCIAL MEDIA SAMPLES



ADDITIONAL / ONGOING PROJECTS

- Business Success Testimonials (OJT, CBT, Adult Internships)
- Secure/Train/Manage Communications Intern
- Citrus County Job Fair, Summer Job Fair, Youth Career Expos
- Collateral, Collateral, Collateral and Swag (Last Push)
- Update / Enhance Tools (such as Mailchimp, Bitly, AI et al)
- Career Exploration Partnership with Pace Center for Girls
- Next Round of Creating Connections Program