



Marketing and Outreach Committee
 College of Central Florida
 Enterprise Center, Suite 206
 3003 SW College Rd., Ocala, FL 34474

AGENDA

Wednesday, February 20, 2019 – 9:00 a.m.

<http://careersourceclm.adobeconnect.com/marketing2-20-2019/>

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

Call to Order		A. Jones
Roll Call		C. Schnettler
Approval of Minutes, November 7, 2018	Pages 2 - 3	A. Jones

ACTION ITEMS

None

DISCUSSION ITEMS

State of the Workforce Conference	Pages 4 - 5	K. Woodring
CLM Video – Usage Plan	Pages (TBD)	L. Byrnes

PROJECT UPDATES

Marketing and Outreach Report	Pages (TBD)	L. Byrnes
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MATTERS FROM THE FLOOR

ADJOURNMENT

2018 – 2019 MEETING SCHEDULE						
Business and Economic Development	Performance/ Monitoring	Marketing/ Outreach	Career Center	Executive	Full Board	
All committee meetings are held at the CF Ocala Campus, Enterprise Center, Room 206						
Tuesday, 9:00 am	Tuesday, 9:00 am	Wednesday, 9:00 am	Thursday, 9:30 am	Wednesday, 9:30 am	Wednesday, 11:30 am	
8/14/18	8/21/18	8/15/18	8/23/18 (10:30 am)	8/29/18	9/12/18	CF Chiefland
11/6/18 (cancelled)	11/13/18	11/7/18	11/15/18	12/5/18	12/12/18	MTC Ocala
				1/31/19 (1 pm)		
2/19/19	2/26/19	2/20/19	2/21/19	3/6/19	3/13/19	CF Lecanto
4/30/19	5/7/19	5/8/19	5/2/19	6/5/19	6/12/19	CF Ocala

OUR VISION STATEMENT

To be recognized as the number one workforce resource in the state of Florida by providing meaningful and professional customer service that is reflected in the quality of our job candidates and employer services.



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

MINUTES

DATE: November 7, 2018
PLACE: College Of Central Florida, Enterprise Center, Building 42, Ocala, FL
TIME: 9:00 a.m.

MEMBERS PRESENT

Albert Jones, Chair
Darlene Goddard
Kathy Judkins
Mike Melfi
Theresa Flick

MEMBERS ABSENT

None

OTHER ATTENDEES

Rusty Skinner, CSCLM
Kathleen Woodring, CSCLM
Brenda Chrisman, CSCLM
Dale French, CSCLM
Dwain Henderson, CSCLM

Cira Schnettler, CSCLM
Laura Byrnes, 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 August 15, 2018 meeting. Mike Melfi seconded the motion. Motion carried.

ACTION ITEMS

CEP Sponsorship Opportunities

Theresa Flick made a motion to increase the annual CEP sponsorship level to \$5000. Mike Melfi seconded the motion. Motion carried.

DISCUSSION ITEMS

State of the Workforce Conference

Kathleen Woodring presented details regarding the State of the Workforce Conference. The committee was asked for assistance in developing an official title for the conference and input on sponsorship levels. The conference will be funded through sponsorships, a \$25 registration fee per participant, and if necessary unrestricted funds can be used to cover any additional costs. The list of potential speakers for the event was also discussed. Darlene Goddard made a motion allowing staff to make arrangements, secure contracts, and develop sponsorship packages in relation to the conference. Theresa Flick seconded the motion. Motion carried.

PROJECT UPDATES

Laura Byrnes presented the infographic with the latest media statistics as well as key updates.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:56 a.m.

APPROVED:



STATE OF THE WORKFORCE SUMMIT

Cultivating the 21st Century Workforce

APRIL 18, 2019

<ul style="list-style-type: none"> • Theme / Focus <ul style="list-style-type: none"> ○ Educational efforts targeting K-12 • Time <ul style="list-style-type: none"> ○ Start Time: 7:30 am End Time: 1:30 pm • Venue <ul style="list-style-type: none"> ○ Ocala Hilton • Target Audience – Potential Attendance Numbers <ul style="list-style-type: none"> ○ Attendance Goal: 200 ○ Community Partners ○ Businesses owners and HR professionals ○ Other CS regions • Funding Sources - Budget – Sponsors <ul style="list-style-type: none"> ○ \$25 registration fee ○ Various sponsorship levels Presenting (\$2000), Breakfast (\$500), Luncheon (\$750), Table (\$300) • Food and Beverage <ul style="list-style-type: none"> ○ Heavy Continental Breakfast Buffet ○ Plated Lunch ○ Coffee, Tea, Water available all day • Promotions/Invites/Save the Dates <ul style="list-style-type: none"> ○ Logo and Save the Date in development ○ Website page/Online registrations ○ Editorials/Advertising 	<ul style="list-style-type: none"> ○ Program Outline – Potential Speakers ○ Networking, Registration, Breakfast ○ Greeting <ul style="list-style-type: none"> ▪ Speaker: Rachel Riley ▪ Sponsor Presentations ○ Introduction and State of the Workforce Address <ul style="list-style-type: none"> ▪ Speaker: Michelle Dennard ○ Key Note Speakers <ul style="list-style-type: none"> ▪ Speaker 1: Sean Snaith ▪ Speaker 2: Josh Davies ▪ Speaker 3: Megan Richardson ○ Panel Discussion <ul style="list-style-type: none"> ▪ Moderator: Isabel Nieto ▪ Panel Members: <ul style="list-style-type: none"> ▪ CLM School Superintendents ▪ Dr. Henningsen, CF President ○ Lunch ○ Awards <ul style="list-style-type: none"> ▪ Presenter: Kathy J., Rachel R., Kim. B. ▪ Bridging the Gap Awards ○ Closing <ul style="list-style-type: none"> ▪ Speaker – Rusty Skinner ▪ Call to Action – Packet with Materials
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Michelle Dennard

President and CEO | CareerSource Florida

and investment board of business and government leaders charged with guiding workforce development for the state of Florida.

Michelle Dennard is president and CEO of CareerSource Florida, Inc., the nonprofit, public-private policy

An attorney and member of the Florida Bar, Ms. Dennard has more than 10 years of experience in workforce and economic development. Prior to joining CareerSource Florida, she served as the Director for the Division of Strategic Business Development at the Florida Department of Economic Opportunity. She previously served as Deputy Director of the Governor’s Office of Tourism, Trade and Economic Development, providing legal counsel and managing legislative affairs.

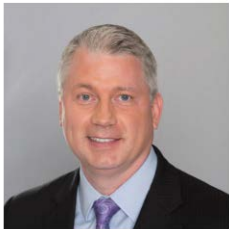


Josh Davies Chief Executive Officer

The Center for Work Ethic Development

Josh Davies is passionate about helping others make a difference in their lives, jobs, and community. Through his work as an award-winning speaker, he has engaged and encouraged professionals across North America, the Middle

East, and Asia. An in-demand speaker, Josh gives keynote presentations and workshops to more than thirty education, workforce, and corporate conferences annually. In preparation for the 2008 Democratic National Convention, he led the training for all 10,000 volunteers and more than 4,000 local service professionals for the event. Training Magazine named him as one of the top 10 trainers under 40 in America and the Denver Business Journal tapped him as one of Denver’s 40 Under 40.



Sean Snaith, Ph.D.

Director, Institute for Economic Competitiveness (IEC)

Sean Snaith, Ph.D., is the director of the University of Central Florida’s Institute for Economic Competitiveness and a nationally recognized economist in the field of business and economic forecasting.



Isabel Nieto, PMP

Workforce Development Consultant at Duke Energy Corporation

Isabel provides strategic guidance and oversight to Duke Energy’s student program and the development of talent pipelines that align with their company’s business plan. The internship and co-op experience at Duke Energy is an opportunity of mutual benefit and growth, both for the students and our company. We strive to provide an experience that allows students to further develop their skills and work ethic while building strong professional relationships to lead them into successful careers.



Megan Richardson Vice President of Consulting [Dynamic Corporate Solutions, Inc.](#)

Megan Richardson has spent more than ten years providing human resources guidance to numerous organizations, including some of the country’s most prominent businesses. She has spoken at national, state and local conferences and is called upon as an as an HR expert for SHRM Jacksonville and HR Florida.