



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

AGENDA

Wednesday, August 21, 2019 – 9:00 a.m.

<http://careersourceclm.adobeconnect.com/marketing8-21-2019/>

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

Call to Order		A. Jones
Roll Call		C. Schnettler
Approval of Minutes, February 20, 2019	Pages 2 - 3	A. Jones

DISCUSSION ITEMS

DEO Response to USDOL	Page 4	R. Skinner
DEO Policy Issuance/Impact on Operations	Pages 5 - 6	K. Woodring
Changes to Meeting Agendas/Improvement Suggestions	Page 7	K. Woodring
Workforce Issues that are Important to Our Community		R. Skinner
Tiered Service Levels	Pages 8 - 10	B. Chrisman

ACTION ITEMS

None

PROJECT UPDATES

Marketing and Outreach Report	Pages 11 - 12	L. Byrnes
Talent Center Website		B. Chrisman

MATTERS FROM THE FLOOR

ADJOURNMENT

2019 – 2020 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						
Thursday, 9:00 am	Tuesday, 9:00 am	Wednesday, 9:00 am	Thursday, 9:30 am	Wednesday, 9:30 am	Wednesday, 11:30 am	
8/22/2019	8/6/2019	8/21/2019	8/1/2019	8/28/2019	9/4/2019	CF Chiefland
11/7/2019	11/5/2019	11/13/2019	11/21/2019	12/4/2019	12/11/2019	MTC Ocala
2/6/2020	2/4/2020	2/12/2020	2/20/2020	3/4/2020	3/11/2020	CF Lecanto
5/14/2020	5/5/2020	5/13/2020	5/7/2020	5/27/2020	6/3/2020	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: February 20, 2019
PLACE: College Of Central Florida, Enterprise Center, Building 42, Ocala, FL
TIME: 9:05 a.m.

MEMBERS PRESENT

Darlene Goddard
Kathy Judkins
Theresa Flick

MEMBERS ABSENT

Albert Jones, Chair
Mike Melfi

OTHER ATTENDEES

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

Cira Schnettler, CSCLM
Laura Byrnes, CSCLM

CALL TO ORDER

The meeting was called to order by Kathy Judkins at 9:05 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 November 7, 2018 meeting. Theresa Flick seconded the motion. Motion carried.

ACTION ITEMS

None

DISCUSSION ITEMS

State of the Workforce Conference

Kathleen Woodring updated the committee members on the below:

Sponsorship levels – The two available presenting sponsorships levels have been accepted by Benefit Advisors and Ocala CEP. A sponsorship packet is being created. Other sponsorship levels include: Breakfast (\$500), Luncheon (\$750), and Table (\$300).

Award – During the lunch service, the “Bridging the Gap” award will be presented recognizing a business that has made an impact in our community.

Promotions – A draft “Save the Date” marketing piece was provided to the committee. Members recommended adding the time, what meals will be provided, adding the CLM and sponsor logos, and utilizing the back of the flier to add information about the speakers. Community partners and staff will be provided copies of the “Save the Date” to use for sharing and spreading the word about the event.

CLM Video – Usage Plan

Kathleen Woodring presented the usage plan for the video series that includes: Business, High School Academies, and the CLM Branded videos.

PROJECT UPDATES

Marketing and Outreach Report

Laura Byrnes was happy to report that the new website went live on January 9th and any glitches on the initial release have all been resolved.

Laura Byrnes stated that the Levy County educational videos are completed and Citrus County videos are in development. The CLM branding video is undergoing a revision and will be released again in the upcoming weeks.

MATTERS FROM THE FLOOR

Rusty Skinner advised the committee that CLM will be sponsoring a hospitality hour and speaking sessions for the Citrus County Chamber’s Legislative Days in Tallahassee.

Committee members asked if there was a way to easily find information about upcoming CLM events and activities. The members were advised to visit the CLM website’s Calendar of Events and to follow CLM on social media. It was also discussed that board members could be added the community partner contact lists that receives weekly event information.

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:42 a.m.

APPROVED:

DEO Policy Issuance and Impact on Operations

In response to the report issued by DOL/ETA to DEO regarding the specifics of actions and lack of oversight in regions 14 & 15, DEO is making some procedural changes.

On May 24, 2019, DEO issued 3 policies

099 – Job Orders and Placements

098 – Employer Services

096 – Job Seeker Registration

These policies are their attempt to put into place procedures that will deter the other 23 regions from falsifying job seeker registrations, referral to job openings, placements, and the actual assistance to business with posting a job order. All of these were items that region 14 & 15 did in order to increase their performance.

Changes that we have made to our procedures to be in compliance with these policies are:

- We are struggling with the requirement to use the full registration on all candidates who receive a staff service. The partial registration is especially helpful during hiring events, where multiple individuals want to be entered into our system quickly in order to benefit from the hiring event. This new policy requires a full registration before we provide a service. We are now encouraging a full registration, but have instances where we will use the short form, so that we don't lose the candidate. Both registrations include a new section where the customer marks whether or not they give us permission to create or revise their registration, along with the requirement to case note.
- We must have the full registration before we can refer a candidate to a job and we must have the candidate's permission to refer. This is documented with a case note.
- We now must have proof of an employer authorizing us to post their job. Proof is a completed job order form, e-mail from employer, or case note regarding phone conversation.
- DEO is now sending an automatic e-mail to employers when we take a placement in Employ Florida. Unfortunately, the e-mail is branded heavily with DEO and not the brand that employers recognize from the CareerSource system.

We have communicated our displeasure with the way in which the policies were presented and with how checking a box or case noting permission is not going to solve the issue, it just increases work at the front end.

We have also submitted an e-mail to DEO with 22 questions asking for clarification on the 3 policies. We have not yet received any clarification.

From: Dale French
Sent: Wednesday, July 17, 2019 7:49 AM
To: Rusty Skinner; Brenda Chrisman; Kathleen Woodring; Steven Litzinger
Subject: Fwd: Automated Communication to Employers Regarding Hires and Placements

FYI-

More measures being taken by DEO. Got this email from EF.

Dale French

----- Forwarded message -----

From: Employ Florida <systemalert@geosolinc.com>

Date: Jul 17, 2019 12:47 AM

Subject: Automated Communication to Employers Regarding Hires and Placements

To: Dale French <dfrench@careersourceclm.com>

Cc:

Thank you for being a valued business in the state of Florida and helping Florida's job seekers get back to work! The Department of Economic Opportunity appreciates your partnership and commitment to Florida's economy.

Records indicate the following position(s) have been hired for your job order(s) in Employ Florida:

Job Order #	Position Filled	Position Location	Hire Date
10966609	DVOP Employment Security Rep II: CG 56	Ocala	07/10/2019

IMPORTANT NOTE: If you did not authorize the posting of these position(s) in Employ Florida and/or if the position(s) were not hired, please contact the Department of Economic Opportunity Customer Information Center at 1-800-438-4128 or via email at CustomerInfoCenter@deo.myflorida.com.

You are receiving this email, because you are a registered member of Employ Florida, and you were selected as a recipient for an email from another member, staff, or an automated process. If you would like to unsubscribe to all emails from Employ Florida, [Click Here](#).

From: Rusty Skinner
Sent: Friday, July 12, 2019 10:46 AM
To: Dillard, Ruth (Ruth.Dillard@deo.myflorida.com)
Cc: Dennard, Michelle; Robin King (robinking@careersourcefv.com)
Subject: Follow up

I appreciated the call from Ms. Johnson on my email to Director Lawson. I thought that I would share with you the comments that I gave her and amplify somewhat.

First, while I am speaking for myself, I know of no other director who was not embarrassed, and even shamed, by the stories that emerged out of Tampa and St. Pete. We all want a system that we are proud of representing and have been eager of assist in identifying ways to better detect abuse. This is why receiving three policies, 97, 98 and 99, without any opportunity to provide input was so troubling.

When policies are issued simultaneously the fact that we are given 21 days to comment is a rather shallow opportunity. At the local level policies are reviewed by front line managers/supervisors as well as board staff to determine front line impact and insure that our direct service leaders have "buy-in." This becomes even more troublesome when the policies do not have a clear statement as to the problem that they are addressing and are issued without some form of highlighting the changes/additions to previous policies. I can't imagine that such drafts that indicate changes are not provided to the management review team at DEO. We ask for that same courtesy.

As to some specifics of the policies and your corrective action response to USDOL, I would offer the following thoughts.

- With regard to getting "permission of the job seeker", this is a normal business practice for us. We do not document it in case notes. What does that requirement solve? It increases the work for our front line staff, but nothing else. For the abuse that was documented, if someone is falsifying the actual services, falsely entering a case note is nothing that they will flinch at. What is needed is an objective validation. You included that in your response to USDOL saying that you would conduct random contacts of those served. That is the solution. Coupled with an analysis that takes into consideration memory lapse on the part of the jobseeker, it provides meaning full validation. A case note is only a box your monitors will check, rather than the type of qualitative review necessary to prevent future problems.
- Permission to list a job from the employer tracks the same as the above. More work for front line, a box for monitors to check and nothing else.
- With regard to the statement about board member conflicts in the USDOL response, leaving the room during the discussion/vote on an item seems unnecessary. Board member conflicts are recorded in our minutes, they are required to complete Form 8B provided by the Florida Commission on Ethics and that form is attached to the minutes. What is solved by them leaving the room? In my years I have never seen the presence of a board member as a deterrent to comments from other board members- favorably or unfavorably- about a matter.

Had I been provided the opportunity to comment on the three policies and discuss some of the larger issues I would have provided these comments and more so that the policies and approaches taken to provide meaningful oversight. I am sure that my colleagues would have offered meaningful options as well.

Sometimes I feel that the local system is not regarded as a partner, but a subject. I can assure you that while we may push for an approach that is different, we all want a system of integrity and top caliber service.

Thank you for your time and I hope that in the future my comments on reviewing documents can be considered.

Suggested Changes to Meeting Format

We have successfully focused on increasing participation/attendance at the committee meetings and the quarterly board meetings. This is a good sign for the operations of our business, gaining interested and invested board members who have a solid understanding of our business.

We have had the same agenda order for quite some time and wish to have each committee review and suggest any other changes that will be beneficial to sustaining board engagement.

We are suggesting the following change to greater engage communication between staff and the committee chairs. We will designate an upper level staff member to work with the committee chairs both in preparation for the meetings and for reporting committee activity to the full board. Following is our suggested enhancement.

Committee	Staff
Career Center Committee	Dale
Business & ED	Brenda
Performance/Monitoring	Dale
Marketing & Outreach	Kathleen
Executive	Rusty

- Basically on those committee meetings, designated staff will be the main support to the committee chair to discuss the action items and updates or to provide the segue to another staff if necessary. We usually note that on the agenda now, so that should happen pretty smoothly, this part really won't change.
- The designated staff will contact the committee chair prior to the meeting to see if they have any questions about the agenda items and to give any necessary briefings beforehand.
- Following the meeting, the designated staff member will summarize the highpoints of the meeting and provide this summary in writing to the Committee Chair for them to use to report out on the meeting to the full board.
- These committee reports will occur on the Board agenda after the approval of minutes. If the committee chair is absent at the Board meeting, then staff of that committee will step in and provide the summary. This will assist in giving background to business items, so that when we get to the consent agenda, board members are better briefed for the vote.

Should we have a new committee chair; the "staff" will assist through the first few meetings as needed for Robert's Rules.

Rusty and Kathleen will attend all of the meetings and will be able to step in if needed. This will continue to provide the focus on our main lines of business.



Premier Tiered Services – July 2019

Tier 1 Job Classification	Tier 2 Job Classification	Tier 3 Job Classification
<i>For all positions posted with wages 9.99 per hour or under, have no wages listed; all third party agents (TPA), and Mandatory Federal Listers</i>	<i>For all positions posted with wages \$10.00 to \$17.99</i>	<i>For all positions posted with wages \$18.00 and above</i>
<p>EF Job Postings – staff and/or employer entered</p> <ul style="list-style-type: none"> Self-service – maintain for 90 days, follow-up required at end of 90 days to determine employers status on job posting(s) BDC assignment; however provide standard follow-up activity on job order DOE job orders – As a general rule, any DOE job orders are considered Tier 1. Exceptions are on a case by case. Example would be a business who provides hire information but policy is not to post wages. Exceptions should be approved by Brenda Chrisman 	<p>EF Job Postings – staff and/or employer entered</p> <ul style="list-style-type: none"> Assignment of sector team Staff managed job orders for 90 days Monthly follow-up or as defined by employer <p>Mandatory Activities:</p> <ul style="list-style-type: none"> Documented file search Candidate screening / referral Contact on status of referral with business Documented effort to provide at least 1 qualified referral on all job orders – if unable to find suitable / qualified candidate(s), communicate efforts made to the business and offer alternative options, document conversation On site visit option encouraged for new businesses as warranted <p>BDM Review of any job order within 30 days without a referral.</p>	<p>EF Job Postings – staff and/or employer entered</p> <ul style="list-style-type: none"> Assignment of sector team Staff managed job orders for 90 days Monthly follow-up or as defined by employer <p>Mandatory Activities:</p> <ul style="list-style-type: none"> Documented file search Candidate screening / referral Contact on status of referral with business Documented effort to provide at least 1 qualified referral on all job orders – if unable to find suitable / qualified candidate(s), communicate efforts made to the business and offer alternative options, document conversation On site visit option encouraged for new businesses as warranted <p>Suitable Positions \$18 and above posted with Talent Center / Akken</p> <ul style="list-style-type: none"> Indeed Postings - optional Others Job Board postings – optional <p>Handshake / College Portals – for college degree positions</p> <p>BDM Review of any job order within 30 days without a referral.</p>
Any CSCLM employee may issue staff-referrals.	Any CSCLM employee may issue staff-referrals.	Job Referrals from <u>business service staff</u> only.

	<p>Staff referrals must meet any of the following:</p> <ul style="list-style-type: none"> • Is this a QSR – Meets qualifications of the job • Is this an endorsed referral to the BDC • All Endorsed Referrals should have a Snap Shot provided to the BDC to consider a Business Endorsed Referral. • Regardless of how the referral is provided, staff members must maintain contact with candidates on status of the staff referral for outcome 	Referrals from outside business services programs must be through an Endorsed Referral
<p>EL Opportunities for special programs - WTP, SNAP & Youth, offenders, and disabled</p> <ul style="list-style-type: none"> • CWEX – WTP/SNAP • OJT, CBT & PWE, Internships 	<p>EL Opportunities for all suitable/screened and eligible candidates – all programs in targeted sectors/positions</p> <ul style="list-style-type: none"> • CWEX – WIOA, WTP/SNAP • OJT, CBT & PWE, Internships 	<p>EL Opportunities for suitable/screened candidates – all programs in targeted sectors/positions</p> <ul style="list-style-type: none"> • CWEX – WIOA, WTP/SNAP • OJT, CBT & PWE, Internships
<p>Hiring Event & Job Fair Options</p> <ul style="list-style-type: none"> • Must have 3 or more openings - in-house single hiring events only. Does not apply to multiple business events. • Wages required on job order to participate at an event (suppressed or unsuppressed) • Businesses should be in “Good Standing” meaning minimal cancellations and agreed follow through from businesses. 	<p>Hiring Event & Job Fair Options</p> <ul style="list-style-type: none"> • Must have 3 or more openings, be in good standing • Wages required on job order to participate at an event • Wages required on job order to participate at an event (suppressed or unsuppressed) • Businesses should be in “Good Standing” meaning minimal cancellations and agreed follow through from businesses 	<p>Hiring Event & Job Fair Options</p> <ul style="list-style-type: none"> • Must have 3 or more openings, be in good standing • Wages required on job order to participate at an event • Wages required on job order to participate at an event (suppressed or unsuppressed) • Businesses should be in “Good Standing” meaning minimal cancellations and agreed follow through from businesses.
Marketing for positions through Daily Career Opportunities Report	Marketing for positions through Daily Career Opportunities Report	Marketing for positions through Daily Career Opportunities Report
LMI Review as requested – offered on TBD wages job postings	LMI Review conducted <u>annually</u> for each business or as requested	LMI Review conducted annually and on all new businesses registered or as requested
Federal Bonding & WOTC applicants info	Federal Bonding & WOTC applicants info	Federal Bonding & WOTC applicants info
	<p>Additional Services:</p> <ul style="list-style-type: none"> • Prove-it Assessments for any posted position as requested additional services • 180 Skills – one month free trail for businesses that express interest / any sector • WOCA Radio Promotion 	<p>Additional Services:</p> <ul style="list-style-type: none"> • Prove-it Assessments for any posted position as requested additional services • 180 Skills – one month free trail for businesses that express interest / any sector • WOCA Radio Promotion

	<ul style="list-style-type: none"> • Marketing on Social Media – (Jobs352, LinkedIn Groups, etc.) • Free center / facility use (interviews, meeting, training and onboarding) • Hot Job Web Postings <p>Business Spotlight – Open House</p>	<ul style="list-style-type: none"> • Marketing on Social Media – (Jobs352, LinkedIn Groups, etc.) • Free center / facility use (interviews, meeting, training and onboarding) • Monthly Guest at CEP or Chamber luncheons – should not be the same employer each month. • Representation at off-site hiring events (Industry, College, Business Showcases) – Primarily for postings that would be at TC and/or health related educational events • Paid Level 1 background on top 2 applicants – Can be used as an incentive to development relationship. Case by case basis depending on business. • On site visit encouraged for new & repeat businesses annually • Offer of facilities for non-hiring needs on a space available basis • Hot Job Web Postings <p>Business Spotlight – Open House – still in development stage</p>
--	--	--

New Options

Business Newsletter with Success Stories

Monthly Business Spotlight / feature a businesses to come to center to meet staff to promote their business/companies and opportunities

Saturday Job Fairs – need to define criteria

Job Alerts on Tier 2 & 3 job orders – report postings to candidates who sign up for job alerts.

Candidate Profiles / Business Profiles / Talent Showcase

Industry Mixers

Video Series Options: Based on appropriate position and/or sector

- Free to businesses with 20 or fewer employees
- \$100 for businesses with 21 to 50 employees
- \$200 for businesses with 51 to 100 employees
- \$325 for businesses with over 101 employees
- Free to any business that posts 5 or more positions at a wage of \$15 or more during the course of year and based on budget

*Determining Tier Level on job orders with wage ranges:

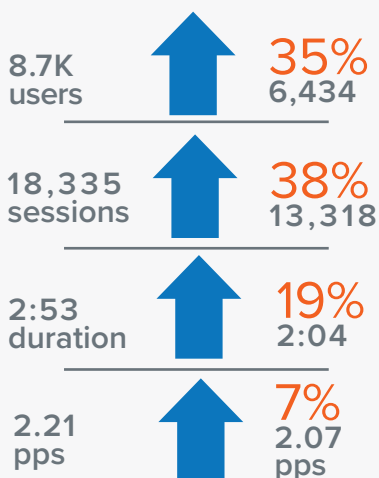
- If a job order shows a wage range, take the average to determine what tier it would fall under. Example: wage range is 9.50 – 13.00, add and then divide by 2 = 11.25 which would be Tier 2
- Same business multiple orders with some being Tier 1 and Tier 2: Tier 1 job orders are put out for 90 days with minimal follow up. Tiers 2 and/or 3 are followed up every 30 days, file searched, etc. We determine by the job order. All DOE without suppressed wages are Tier 1 and posted out 90 days.
- If the wages are suppressed, they are treated according to the Tier Level they fall under.

MARKETING/OUTREACH COMMUNICATIONS REPORT - August 21, 2019

Communications analytics for reporting period February 21, 2019 through August 9, 2019.

WEBSITE

May '19* Previous
*Analytics Currently Unavailable Post-May

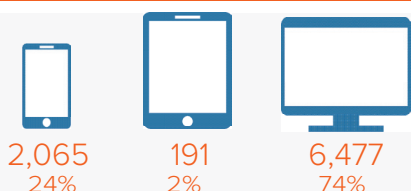


Business Services +9.7%
Consulting + 21%
Recruiting/Staffing +5.7%
All Jobs +11%

Top 5 Visited Pages

Data unavailable at this time

DEVICES USED



MEDIA

EARNED MEDIA

15 News Releases
84+ print/online/broadcast articles
650+ PSAs

PLACED MEDIA

46 print ads | 11 banner ads
(Includes 11 SOTW sponsored ads)
1,260 radio spots (:30) / mentions
(WIND, WOGK, WZCC & WOCA)
7 Business Showcases (175 mins)

OWNED MEDIA (6 campaigns)

SOTW - Facebook

378,714 Impressions
3,337 Clicks
347 Event Actions
Other (Crump's Landing REACT,
Phoenix Rising Graduation, Youth
Job Fair, Branding Video)
67,584 Impressions
26,340 Targeted Reach
1,638 Actions

LINKEDIN

292 followers (+16%)
7.51% engagement rate compared to
2.5% CSF and 4.27% CS Central Florida

TWITTER

874 Followers/6,488 Tweets

Month	Impressions	Posts	Reach/day	Engagement
AUG	55,348	243	303	0.35%
FEB	9,800	140		

FACEBOOK

Metric	Value
Impressions	13,126,157
Reach	2,302,093
Viral Reach	327,907
Engaged Users	121,578
Average Reach by Post Type	
Link	783
Photo	467
Video	3,700
Average Engagement by Post	
Link	138
Photo	72
Video	736



YOUTUBE

Lifetime (August 2010-August 2019)

63 videos/10 playlists
19,400 views/240 hours
This reporting period
1,900 views/22 hours

EARNED MEDIA EXAMPLES

careersourceclm.com/in-the-news



KEY PROJECTS

WEBSITE

Since launch in January 2019, working with consultant to troubleshoot issues as they arise and handle routine updates with plugins as needed. Currently working to re-establish Google Analytics' Global Site Tags in order to track site data. Cira and Talent Center team have launched the TC micro-site.

STATE MARKETING CO-OP PROGRAM

2018-19 Program Completed

- Brand Video featuring highlights of CareerSource CLM services and role as community convener. Two-minute version debuted at the CEP Annual Meeting in February and has been updated to feature more partners. We are awaiting the two (2) 30-second "teaser" cuts to be used on social media promoting full video.
- Board portraits
- State of the Workforce Conference logo, Save the Date and one print ad – basic elements were used in-house to design Sponsorship Package, Invitation, Program/Agenda, Print and Digital Ads, Social Media Posts, A/V and Signage.
- Digital Advertising (Facebook Event tied to Eventbrite for SOTW Conference).

2019-20 Program

- Will receive \$41,822 (of which \$10,400 new dollars will be targeted for Business Services Outreach)
- Reviewing project options, new online Project Intake to be completed by August 15.

VIDEO PRODUCTION

Completed

- *Making a Difference* branding video completed/debuted at CEP Annual Meeting (now on website, Facebook, YouTube)
- Marion County Public Schools/CTE's CDL Training Program completed and debuted at SOTW Conference
- Levy County School District's career awareness videos (5) completed and on website, Facebook and YouTube.

In the Works

- Waiting on Citrus County School District review/approval of completed videos (2 of 11 are Duke Grant eligible)

Upcoming

- Planning to round out Duke Grant with career awareness-training videos for the College of Central Florida
- Revamping Business Talent Pipeline Videos (tentative production set for September)

STATE OF THE WORKFORCE CONFERENCE

- For representative view of earned, owned and placed media as well as collateral developed for the 2019 conference, please see Communications Report: https://www.dropbox.com/sh/ur6iyu46ombc1re/AAAKjWnkQ7KJEgc_oQhGfs0ha?dl=0
- Gearing up to begin planning for 2020

OTHER

- Hired Communications Coordinator (PT)
- Promotion and support (digital campaigns, news releases, collateral material, social posts, photography et al) for Marion County Youth Career Expos, Marion County Phoenix Rising YouthBuild wall-raising and graduation (Bellevue), Citrus County Phoenix Rising graduation, Medical Career Fair, Business and Technology Career Fair, Citrus County Spring Career Fair and the Sixth Annual Youth Job Fair.
- Working on new signage for Chiefland Career Center

UPCOMING

- **Marion County Phoenix Rising YouthBuild X wall raising Thursday, Aug. 22 from 9-11 a.m. at 350 Emerald Road, Ocala, FL 34472**
- **Workforce Professional Development Summit Sept. 11-13**
- **Customer Service/Administration Job Fair September; Stay Local with CEP Oct. 3**
- **CareerSource CLM Speakers Bureau (materials, training)**