



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

**MINUTES**

DATE: August 21, 2019  
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**

**OTHER ATTENDEES**

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

Cira Schnettler, CSCLM  
Laura Byrnes, CSCLM  
Danielle Veenstra, 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**

Kathy Judkins made a motion to approve the minutes from the February 20, 2019 meeting. Darlene Goddard seconded the motion. Motion carried.

**ACTION ITEMS**

None

**DISCUSSION ITEMS**

DEO Response to USDOL

### DEO Policy Issuance/Impact on Operations

Kathleen Woodring explained to the committee that local policies and procedures will be updated continually as DEO makes new policies in response to the monitoring of regions 14 and 15. She reviewed the local procedures that will be implemented based on three policies that were issued by the DEO. Rusty Skinner further stated that an email has been sent to the DEO outlining his concerns with the new policies.

### Changes to Meeting Agendas and Improvement Suggestions

Kathleen Woodring explained that staff members have been assigned to committee chairs to assist them through the meeting process. The staff member will touch base with the committee chair before the meeting and after the meeting to offer guidance on Roberts Rules and answer any questions. The committee chair will then be prepared to discuss the activities of the committee with all of the board members at the next full board meeting. This change will provide support to the committee chairs and will be helpful to new chairs.

### Workforce Issues that are Important to Our Community

Rusty Skinner stated that this will be a reoccurring item on all agendas. The goal is to encourage members to discuss workforce topics that are trending in the community. Rusty encouraged the committee members to bring topics to the next meeting.

### Tiered Service Levels

Brenda Chrisman reviewed the new tiered level of services being offered to businesses. The attached document is a tool for our business services team. Due to a decrease in job seekers and an increase in job demand a new approach was needed to handle the additional workload without increasing staff. There are several benefits to the approach. Going to the tiered system encourages businesses to post wages. Posted wages appeal to more applicants. Additional media related services are offered to the businesses posting higher wage jobs, including spotlights, social media marketing, and the popular video series. Rusty Skinner noted that it also gives the resource room staff opportunities to motivate customers seeking Tier 1 type positions towards Tier 2 type positions, through skill based learning programs like 180 Skills.

## **PROJECT UPDATES**

### Marketing and Outreach Report

Laura Byrnes reviewed the report making the below highlights:

- Unfortunately, after the website's move to our server we lost a few months of Google Analytics statistics. Things are now running properly and updates will be provided at the next meeting.
- In the upcoming year the mobile resource units will be re-wrapped.
- This year \$41,822 will be received and a portion will be set-aside for Business Services Outreach.
- There are 5 business signed up for the Business Talent Pipeline Videos. Committee members were encouraged to promote the videos to business in the community.
- A link has been provided in the Key Projects report showcasing the marketing promotions for the 2019 State of the Workforce Conference. Planning has begun on

the 2020 conference. Potential dates are April 16 or April 23.

- The Social Media Planning Team is coming together. Based on an assessment of the social media presence of other workforce regions and CLM is well positioned in branding and presence. Icons for Instagram have been added and Google Plus have been removed the website.

The new Communications Coordinator, Danielle Veenstra, was introduced and welcomed by the committee.

Laura Byrnes also invited everyone to attend the upcoming events.

#### Talent Center Website

Brenda Chrisman presented the newly launched Talent Center Website and explained that a few glitches are being worked out. She thanked all of the members of the website team for the good work on getting the website launched.

#### **MATTERS FROM THE FLOOR**

Al Jones thanked the committee members and staff for their time.

#### **ADJOURNMENT**

There being no further business, the meeting was adjourned at 10:15 a.m.

#### **APPROVED:**

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