



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

AGENDA

Wednesday, November 13, 2019 – 9:00 a.m.

<http://careersourceclm.adobeconnect.com/marketing11-13-2019/>

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

Call to Order		A. Jones
Roll Call		C. Schnettler
Approval of Minutes, August 21, 2019	Pages 2 - 4	A. Jones

DISCUSSION ITEMS

State Update		R. Skinner
Workforce Issues that are Important to Our Community		R. Skinner
Board Member Speakers Kit		L. Byrnes

ACTION ITEMS

2020 Workforce Summit	Pages 5 - 7	K. Woodring
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PROJECT UPDATES

Marketing and Outreach Report	Pages 8 - 9	L. Byrnes
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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
				10/23/2019		
11/7/2019	11/5/2019	11/13/2019	11/21/2019	12/4/2019	12/11/2019	CF 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: 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:



RECORD OF ACTION/APPROVAL

Marketing and Outreach Committee November 13, 2019

TOPIC/ISSUE:

State of the Workforce Conference – April 23, 2019

BACKGROUND:

POINTS OF CONSIDERATION:

STAFF RECOMMENDATIONS:

Staff recommends inviting engaging speakers to the event, securing a location for the event, and developing sponsorship packages.

The conference will be funded through sponsorships, a registration fee per participant, and if necessary unrestricted funds can be used to cover any additional costs.

COMMITTEE ACTION:

BOARD ACTION:



STATE OF THE WORKFORCE CONFERENCE

THURSDAY, APRIL 23, 2019

<ul style="list-style-type: none"> • Theme / Focus <ul style="list-style-type: none"> ○ Retention • Time <ul style="list-style-type: none"> ○ Start Time: 7:30 am End Time: 1:00 pm • Venue <ul style="list-style-type: none"> ○ On Top of the World <ul style="list-style-type: none"> ▪ Circle Square Commons • Food and Beverage <ul style="list-style-type: none"> ○ The Mojo Grill and Catering ○ Breakfast and lunch buffet ○ Coffee, tea, water drink stations • Target Audience – Potential Attendance Numbers <ul style="list-style-type: none"> ○ Attendance Goal: 200 • Funding Sources - Budget – Sponsors <ul style="list-style-type: none"> ○ Registration fee ○ Various sponsorship levels <ul style="list-style-type: none"> ▪ \$2000 (2) - Presenting ▪ \$500 (4) - Breakfast ▪ \$750 (4) - Award/Luncheon ▪ \$300 (5) - Table • Promotions/Invites/Save the Dates <ul style="list-style-type: none"> ○ Save the Date in development ○ Website page/Online registrations 	<ul style="list-style-type: none"> • Program Outline – Potential Speakers <ul style="list-style-type: none"> ○ Networking, Registration, Breakfast ○ Greeting <ul style="list-style-type: none"> ▪ Speaker ▪ Sponsor Presentations ○ Introduction and State of the Workforce Address <ul style="list-style-type: none"> ▪ Speaker ○ Key Note Speakers <ul style="list-style-type: none"> ▪ Speaker 1: Matt Havens ▪ Speaker 2: ▪ Speaker 3: ○ Lunch ○ Awards <ul style="list-style-type: none"> ▪ Bridging the Gap Awards ○ Closing
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MATTHEW HAVENS

Engaging. Hilarious. Unique. Impactful. Matt Havens has dedicated his career to helping others gain a greater appreciation for “Why?” and specifically, how the answer relates to the meaningful connections we create.

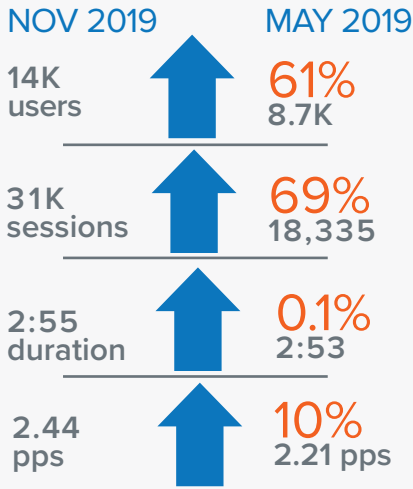
At 25, Matt was helping C-suite executives at a Fortune 50 company transform their business to better capitalize on the “Millennial” opportunities present in the marketplace and in their workforce. The success of those efforts led to speaking engagements all over the country and subsequently catapulted Matt up the corporate ladder, working in areas as diverse as marketing, sales and employee engagement. It was during this time Matt cultivated his love for the stage and gained an appreciation for how people make meaningful connections in an increasingly modernized world.

Matt brings the same drive and passion he cultivated in corporate America to audiences who want to learn something new while laughing at the same time. You’ll soon learn why Matt’s clients frequently call him the funniest and most informative speaker they have ever heard.

MARKETING/OUTREACH COMMUNICATIONS REPORT - NOV. 13, 2019

Communications analytics for reporting period Aug. 10, 2019 through Oct. 30, 2019.

WEBSITE

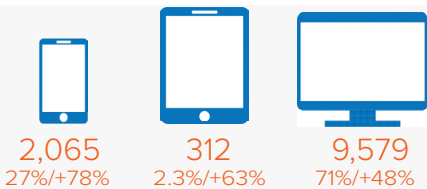


BENCHMARKED
 Business Services +7.09% (Fla.)
 Business Services +3.7% (US)
 All Jobs/Education +35% (Fla.)
 All Jobs/Education +24.3% (US)

Top Visited Pages (75.3K)

- #1 Candidates (14,489)
- #2 Calendar (4,837)
- #3 Business Services (1,599)
- #4 News (957)

DEVICES USED



MEDIA

EARNED MEDIA

8 News Releases
 35+ print/online/broadcast articles
 450+ PSAs

PLACED MEDIA

34 print ads
 5 digital ads / 12 weeks
 951 radio spots (:30) / mentions
 (WIND, WOGK, WZCC, WLQH & WOCA)
 3 Business Showcases (75 mins)

OWNED MEDIA

Customer Service Career Fair
 6,488 impressions
 5,022 reach / 113 desired actions

News You Can Use | October

Open Rate 38.5% / CTR 30%
 All Industries: 14.79% Open/ CTR 6.99%
 Consultant/Training 11.56% Open/5.4% CTR
 Government 21.64% Open/8.37% CTR
 Professional Services 14% Open / 7 % CTR
 Nonprofit 19% Open / 7.38% CTR
 Did Not Open Rate 61.5%
 Average for last 10 campaigns 45%
 Industry Average 75%

YOUTUBE

Lifetime

74 videos/11 playlists
 20,387 views/253 hours
 This reporting period
 1,017 views/12.75 hours

LINKEDIN

330 Followers (+13%)
 9.45% engagement rate compared to
 10.27% CSF and 3.16% CS Central Florida
 86 New Posts / 7,400 Impressions

TWITTER

878 Followers/6,805 Tweets

NOV 39,497 impressions
 319 posts this report
 522 reach/day (+72%)
 0.7% engagement rate

INSTAGRAM

POSTS 63 FOLLOWERS 94
 REACH 5,251 ENGAGEMENT 275

FACEBOOK

753,282 Impressions 302,317 Reach
 126,511 Viral Reach 26,261 Engaged Uniques

Average Reach by Post Type

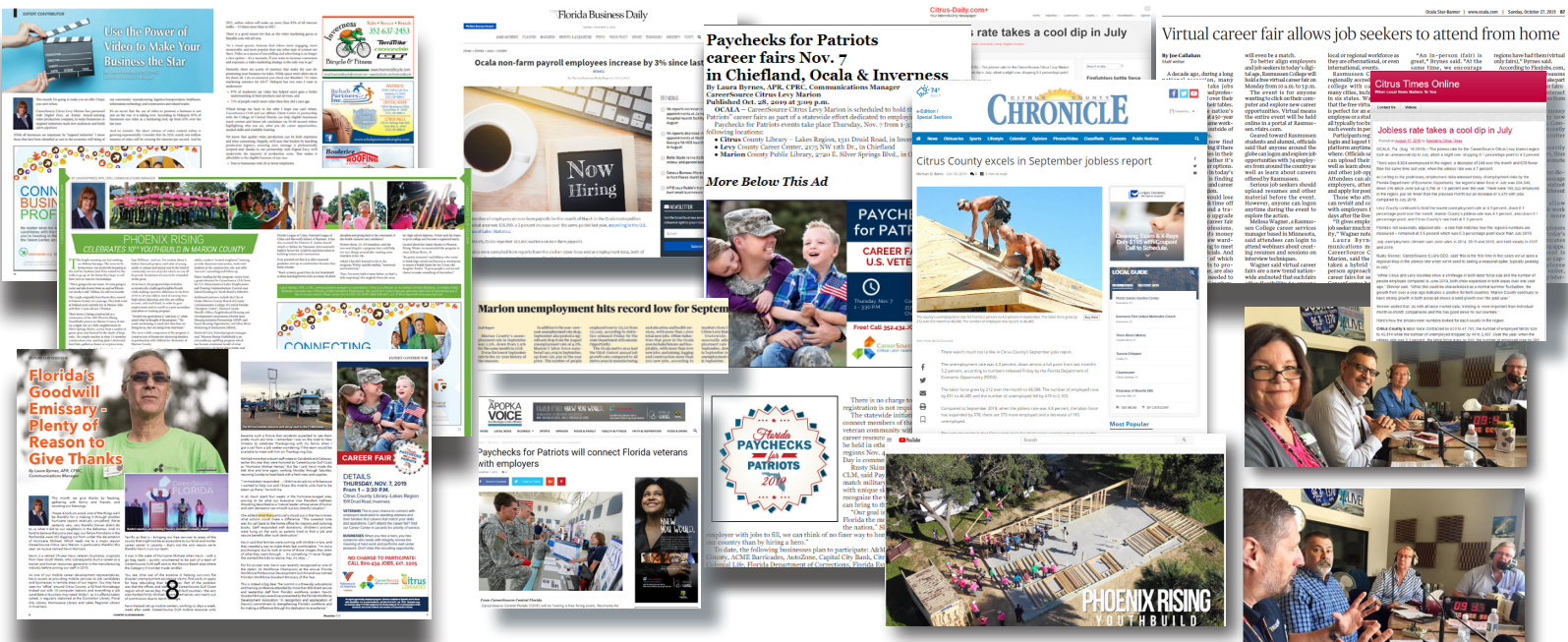
214 Link → 514 Photo → 685 Video
 39 Link → 56 Photo → 85 Video
 Average Engagement by Post

LIKES
1,862

AUG
2019

FOLLOWS
2,000

EARNED MEDIA EXAMPLES careersourceclm.com/in-the-news



KEY COMMUNICATIONS DEPARTMENT PROJECTS

AMBASSADOR'S (SPEAKER'S) KIT

Pursuing tools and tactics to offer Board and Staff to ensure everyone is comfortable sharing a consistent, branded message and has the materials/training to do so. Committee to discuss in greater detail.

NEWS YOU CAN USE eBULLETIN

Occasional direct mail to Board, launched in October, as means of providing information about key initiatives/talking points and upcoming events of interest.

STATE MARKETING CO-OP PROGRAM

2019-2020

- Project Intake completed in late August, planning meetings held in September and Program of Work under review
- Phase I entails redesign and rewrap of our two Mobile Resource Units (estimated completion by end of calendar year)
- Reviewing project options for Phase II, minimum of \$10,400 of \$41,822 to focus on Business Services Outreach
- Potential projects: video (smart) brochures using embedded audio, video and print to engage target audience; wallet (credit card) branded flash drives for Business Development Team (preloaded and with customized sales kit); nurture email campaign

CAREER AWARENESS/TALENT PIPELINE VIDEO PROJECTS

Completed

- Received final approval on Citrus County school videos, which have been added to social playlists and website

In Production

- Shooting has been completed for three business videos, reworking scripts and scheduling voice over (Greystone Healthcare Management, Florida Express Environmental and Canopy 360)

Upcoming

- Met with representatives from the College of Central Florida and Digital Fury to begin planning series of videos approved by Duke Energy for remainder of the grant (agribusiness, information technology, engineering technology, digital media technology and welding)
- Revamping Business Talent Pipeline Videos (tentative production set for September)

STATE OF THE WORKFORCE CONFERENCE

- Initial group planning meeting held November 6

OTHER

- Reviewing feasibility and costs of producing own podcasts; updated camera equipment, wireless lapel mics
- Added Instagram to mix of social media
- Promotions and support (digital campaigns, news releases, collateral material, social posts, photography, placed media) for the Customer Service and Administrative Support Career Fair (Sept. 19), Levy and Gilchrist Counties Career Fair (Oct. 17), Manufacturing and Logistics Career Fair (Oct. 30) and Paychecks for Patriots Career Fairs in Citrus, Levy and Marion counties (Nov. 7). Provided outreach support to CareerSource Florida Crown region; assisted to a lesser degree in promoting Stay Local (Oct. 2).
- Both attended CareerSource Florida Communications Consortium at the Workforce Professional Development Summit

UPCOMING

- **Marion County Phoenix Rising YouthBuild X graduation (TBD)**
- **Headshots for PRYB students for Career Day and Testimonials**
- **Custom photography of centers (Citrus and Marion counties completed)**
- **All-Staff planning team**
- **CareerSource CLM Ambassadors/Speakers Bureau training**