



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

**MINUTES**

DATE: February 12, 2020  
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**

Kathleen Woodring, CSCLM  
Laura Byrnes, CSCLM  
Cira Schnettler, 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**

Theresa Flick made a motion to approve the minutes from the November 13, 2019 meeting. Mike Melfi seconded the motion. Motion carried.

**DISCUSSION ITEMS**

**State Update**

Kathleen Woodring stated that she will be attending the CSFL meeting next week with Rusty Skinner and will have more information to report after the meeting. One item under discussion is legislation that will restructure responsibilities between DEO and CSFL. It is uncertain how this will impact the local level.

### Workforce Issues that are Important to Our Community

Kathleen Woodring advised the committee that high schools have an opportunity to offer students courses where they can receive professional certifications under the CAPE Act (Career and Professional Education Act). These approved certifications result in additional funding. This year during the review process, some certifications are no longer being approved. These are in the Microsoft Office and Adobe Bundle, requiring that a student complete 3 certifications to qualify and Emergency Medical Responder. These certifications are very much in demand, result in college credit and provide the student with tools for employment. This will also be discussed at next week's CSFL meeting. It appears that many educational representatives and business representatives will be in attendance to show support and express concern that these certifications need to be included on the CAPE list of approved programs.

Al Jones asked if there are any leads for new board member appointments in Levy County. Kathleen Woodring notified the committee that two individuals from Levy have completed nomination forms.

### **ACTION ITEMS**

None

### **PROJECT UPDATES**

#### Board Member Speaker Kit

Laura Byrnes was happy to report that the Speakers Kit training was well attended by board members and business services staff. An upcoming newsletter will have the link to the Dropbox, which will contain the documents in the kit. A Speakers Bureau campaign will begin soon letting the community know that we have speakers available. The Board Member Recruitment Kit is also available and information can be gathered for any board member needing to illustrate our Board's mission. Please contact Laura or Danielle for any items that you need.

#### 2020 State of the Workforce Conference

Kathleen Woodring provided an update on confirmed sponsorships and the sponsorship categories still available. Laura Byrnes outlined the promotions campaign. Members gave suggestions and ideas on primary targets for getting the word out.

#### Video Series

Laura Byrnes reported that there are eight business videos in production and processing should be completed in the next few weeks.

#### Marketing and Outreach Report

Laura Byrnes reviewed the report, noting positive gains in website and LinkedIn statistics. The final report was provided at the meeting and is attached to these minutes.

### **MATTERS FROM THE FLOOR**

None

**ADJOURNMENT**

There being no further business, the meeting was adjourned at 9:51 a.m.

**APPROVED:**

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