



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

**AGENDA**

**Wednesday, February 12, 2020 – 9:00 a.m.**

<http://careersourceclm.adobeconnect.com/marketing2-12-2020/>

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

Call to Order  
 Roll Call  
 Approval of Minutes, November 13, 2019  
 Pages 2 - 3  
 A. Jones  
 C. Schnettler  
 A. Jones

**DISCUSSION ITEMS**

State Update  
 Workforce Issues that are Important to Our Community  
 R. Skinner  
 R. Skinner

**ACTION ITEMS**

None

**PROJECT UPDATES**

Board Member Speakers Kit  
 2020 State of the Workforce Conference  
 Video Series  
 Marketing and Outreach Report  
 L. Byrnes  
 K. Woodring  
 L. Byrnes  
 L. Byrnes

**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	
2/6/2020	1/14/2020	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: November 13, 2019  
PLACE: College Of Central Florida, Enterprise Center, Building 42, Ocala, FL  
TIME: 9:00 a.m.

**MEMBERS PRESENT**

Albert Jones, Chair  
Kathy Judkins  
Mike Melfi

**MEMBERS ABSENT**

Darlene Goddard  
Theresa Flick

**OTHER ATTENDEES**

Rusty Skinner, CSCLM  
Kathleen Woodring, 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 9:03 a.m.

**ROLL CALL**

Cira Schnettler called roll and a quorum was declared present.

**APPROVAL OF MINUTES**

Mike Melfi made a motion to approve the minutes from the August 21, 2019 meeting. Al Jones seconded the motion. Motion carried.

**DISCUSSION ITEMS**

**State Update**

Rusty Skinner informed the committee that it has been brought to our attention that the State is concerned over another region's structure. He also explained that the DOL has rejected portions of the DEO response to the Tampa Bay audit.

**Workforce Issues that are Important to Our Community**

Al Jones stated that he recently participated in the Paychecks for Patriots Job Fair. He noticed that he spoke with several attendees, but that the attendees did not follow-up by completing his company's online application. Many times the mobile unit is on-site for

attendees to complete online applications, but it was not available for this event. Dale French suggested that laptops be made available to participants, when the mobile unit is not available. It was also suggested that participants be provided with the names of each employer, along with the preferred method of application,.

#### Board Member Speaker Kit

Laura Byrnes explained to the committee that several types of presentations created for the speaker's kit that will be offered to board members, business services, and candidate services. One of the presentations was showcased to the committee members. The kit will also contain all collateral materials. Board members that will be speaking out in the community will be provided a CLM branded shirt and name badge. Training will be provided also.

#### ACTION ITEMS

##### 2020 State of the Workforce Conference

Kathleen Woodring reviewed details about the conference. She welcomed discussion regarding the theme, registration fees, sponsorship levels, and awards. Committee members will email their thoughts.

Kathy Judkins made a motion to move forward with engaging speakers and vendors to develop the conference. Mike Melfi seconded the motion. Motion carried.

#### PROJECT UPDATES

##### Marketing and Outreach Report

Laura Byrnes reviewed the report making the below highlights:

- Growth in activity on all social media platforms due to the increased efforts made by Danielle Veenstra
- Instagram has been added to the social media campaign
- CLM website traffic statistics
- Introduction of the board member e-bulletin

#### MATTERS FROM THE FLOOR

None

#### ADJOURNMENT

There being no further business, the meeting was adjourned at 10:02 a.m.

#### **APPROVED:**

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