



Marketing and Outreach Committee

This meeting will be held via Zoom only.

Zoom Link: <https://us02web.zoom.us/j/82014211761>

Phone: 1-646-558-8656 (EST)

Meeting ID: 820 1421 1761

AGENDA

Wednesday, May 13, 2020 – 9:00 a.m.

Call to Order		A. Jones
Roll Call		C. Schnettler
Approval of Minutes, February 12 , 2020	Pages 2 - 4	A. Jones

DISCUSSION ITEMS

State Update		R. Skinner
Workforce Issues that are Important to Our Community		R. Skinner
Reopening Plan	Pages 5 - 7	K. Woodring

PUBLIC COMMENT

ACTION ITEMS

None

PROJECT UPDATES

2020 State of the Workforce Conference	K. Woodring
Marketing and Outreach Report	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 meetings will be held via teleconference.						
Thursday, 9:00 am	Tuesday, 9:00 am	Wednesday, 9:00 am	Thursday, 9:30 am	Wednesday, 9:30 am	Wednesday, 11:30 am	
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 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:

CareerSource Citrus Levy Marion

COVID-19 Reopening Plans

Tentative Date: Monday - May 11, 2020

Schedule:

Week 1: May 11 – May 15

Office open by appointment only 10am – 3pm daily
Appointments available for RA, WT & SNAP filing /questions
5 appointments hourly – 25 appointments daily
3-4 staff members scheduled

Week 2: May 18 – May 22

Office open by appointment only 10am – 3pm daily
Appointments available for RA, WT & SNAP filing /questions
5 appointments hourly – 25 appointments daily
3-4 staff members scheduled

Week 3: May 25 – May 29

Office open by appointment only 9am – 4pm daily
Appointments available for RA, WT & SNAP filing priority job search
5 appointments hourly – 35 appointments daily
3-4 staff members scheduled

Week 4: June 1 – June 5

Office open by appointment only 9am – 4pm daily
Appointments available for RA, WT & SNAP filing and job search
5 appointments hourly – 35 appointments daily
3-4 staff members scheduled

Conditions:

Appointments must be made by calling 352-732-1700 or 1-800-434-5627 or access staff through Live Chat.

- Staff will schedule/cancel appointment time for the customer through Time Center
- Staff must wear issued PPE
- All incoming customers must wear a mouth covering (surgical mask, scarf, bandana, etc.)
- All appointments will be set at a 60 minute duration

Customers arriving to their appointment greater than ten (10) minutes after the scheduled time will be asked to wait for the next available opening or be rescheduled. This will depend on need. Staff should make a judgement call as to expected duration of the customer's visit based on need and make reasonable accommodations.

Incidental needs such as faxing, copying, etc. will also require an appointment. Staff will process the requested service and return to the customer. Walk up requests for such services may be handled by staff if possible depending on staff coverage and availability. However, walk up customers will need to remain outside of the building.

In the event a fax can not be sent due to busy lines staff should make a copy of the document(s) and take the customer's phone and e-mail address and return the originals to the customer so they may leave. Staff will continue to attempt to send and will update the customer prior to the center closing for the day. A scanned copy of the Sent Status Report (for faxes) will be scanned and e-mailed to the customer once complete.

Staffing:

- 1 staff member will assist customers using computers and answer questions
- 1 staff member will monitor the entry ways, greet customers and manually enter tracking activities into EF
- 1 staff member will be back-up assistance and in charge of continued cleaning of the facility between guests.
- 1 armed security guard will be dispatched to each center during hours when appointments are scheduled.

Staff will thoroughly clean and sanitize the work areas before and after the center is opened for appointments.

Distancing:

- Each center will designate five (5) workstations staggered within acceptable social distancing guidelines
- All remaining workstations are to remain powered off and seating relocated out of the resource area
- One (1) additional workstation may be kept open in the event a customer is not able to complete their work within the 60 minute timeslot. This will prevent any other incoming customers from being delayed and will keep the center within the limit of 10 people
- Center management will mark walk-ways in front of the building with tape at six (6) foot intervals. Customers approaching the building will remain at least six (6) feet from the front door. This will allow staff to open the door and speak to walk-up customers to determine their needs. This will also assist in limiting multiple people from approaching the door at any given time. Crowd controls may be used where available (ie. line stanchions at 14th Street)

Limits:

We will continue to operate under the recommendation of 10 or fewer people in the facility until further guidance is received from the Governor or local authorities:

- Three (3) staff members
- Five (5) customers
- One (1) overflow workstation as needed (allow for a customer that may need a small amount of time to finish their work without delaying the next appointment)
- One (1) security guard

Center management will manage traffic flow based on the above recommendations and may adjust staffing levels based on need and appointment time usage. Based on average needs we anticipate we will be able to remain at, or below the recommended level of 10 people at any given time. These numbers will be adjusted based on recommendations by the Governor or local authorities.