



## MARKETING AND OUTREACH COMMITTEE AGENDA

**Wednesday, August 26, 2020 – 9:00 a.m.**

Zoom Meeting: <https://us02web.zoom.us/j/85962623523>

Phone No: 1-646-558-8656 (EST) Meeting ID: 859 6262 3523

Call to Order

Roll Call

Approval of Minutes, May 13 , 2020

A. Jones

C. Schnettler

A. Jones

Pages 2 - 4

### **DISCUSSION ITEMS**

State Update

Workforce Issues that are Important to Our Community

R. Skinner

R. Skinner

### **PUBLIC COMMENT**

### **ACTION ITEMS**

None

### **PROJECT UPDATES**

2021 State of the Workforce Conference

Marketing and Outreach Report

Zoom Tips

K. Woodring

L. Byrnes

L. Byrnes

Pages 5 - 11

Pages 12 - 14

### **MATTERS FROM THE FLOOR**

### **ADJOURNMENT**

2020 – 2021 MEETING SCHEDULE						
Performance/ Monitoring	Business and Economic Development	Career Center	Marketing/ Outreach	Executive	Full Board	
All in-person committee meetings are held at the CF Ocala Campus, Enterprise Center, Room 206. All teleconference meetings will be held through Zoom.						
Tuesday, 9:00 am	Thursday, 9:00 am	Thursday, 9:30 am	Wednesday, 9:00 am	Wednesday, 9:30 am	Wednesday, 11:30 am	
8/11/2020	8/13/2020	8/20/2020	8/26/2020	9/2/2020	9/9/2020	Zoom
11/3/2020	11/5/2020	11/19/2020	11/18/2020	12/2/2020	12/9/2020	CF Ocala
2/9/2021	2/11/2021	2/18/2021	2/24/2021	3/3/2021	3/24/2021	CF Lecanto
5/11/2021	5/13/2021	5/20/2021	5/26/2021	6/2/2021	6/9/2021	CF Ocala



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

**MINUTES**

DATE: May 13, 2020  
PLACE: This meeting held by teleconference only.  
TIME: 9:00 a.m.

**MEMBERS PRESENT**

Albert Jones, Chair  
Darlene Goddard  
Kathy Judkins  
Mike Melfi  
Theresa Flick

**MEMBERS ABSENT**

Mike Melfi  
Theresa Flick

**OTHER ATTENDEES**

Kathleen Woodring, CSCLM  
Dale French, CSCLM  
Laura Byrnes, CSCLM

Cira Schnettler, CSCLM  
Kim Baxley,

**CALL TO ORDER**

The meeting was called to order by Al Jones, Chair at 9:07 a.m.

**ROLL CALL**

Cira Schnettler called roll and a quorum was declared present.

**APPROVAL OF MINUTES**

Darlene Goddard made a motion to approve the minutes from the February 12, 2020 meeting. Kathy Judkins seconded the motion. Motion carried.

**DISCUSSION ITEMS**

**State Update**

Kathleen Woodring advised the committee that we are assisting DEO and customers seeking unemployment assistance with pin resets and answering basic questions. We are also assisting DEO with data entry of the paper applications. Staff is starting to hear feedback from customers that they are receiving their unemployment checks. We have also received a grant that will allow individuals returning to the workforce to work on humanitarian worksites.

### Workforce Issues that are Important to Our Community

Unemployment due to business closures remain the top priority. Although the pandemic has impeded numerous businesses, there are a number of businesses still hiring. The Amazon and Dollar Tree distribution centers will begin hiring soon as well. Laura Byrnes stated that she is utilizing numerous resources to inform the community about businesses hiring. We currently have a Daily Jobs Report on the website and now customers can also view a list of businesses that are hiring. The list is updated regularly.

### Re-Opening Plan

The centers reopened on May 11th. Customers are being seen by appointment only within the hours of 10 am – 3 pm. Twenty-five appointments per day are available in each office. Staff will be provided with proper PPE. Portable Plexiglas barriers will also be installed. All of the centers have been thoroughly cleaned. During the reopen there will be a daily cleaning process in place at each center. Staff will clean after each customer and thoroughly at the end of the day. All social distancing guidelines will be heeded. Armed security officers are onsite at all three centers. The security officers take temperatures of everyone entering the building and ensure all entrants are wearing face masks. The officers are working well with staff. Beginning May 25<sup>th</sup> hours will be extended to 9 am – 4 pm for two weeks. Hours will then be reevaluated depending on guidelines from local, state, and federal levels.

### **PUBLIC COMMENT**

None

### **ACTION ITEMS**

None

### **PROJECT UPDATES**

#### 2020 State of the Workforce Conference

Kathleen Woodring requested input regarding the 2020 Conference. All of the members agreed to postpone the Conference to 2021. The quest speaker, venue, and caterer will all be notified. Kathy Judkins and Darlene Goddard expressed support of webinar type activities as well.

#### Video Series

Laura Byrnes showcased the video series on the CLM website.

#### Marketing and Outreach Report

- Laura Byrnes reviewed the Marketing report, noting several areas where adjustments have been made due to Covid-19.
- She also explored the new chat features on the website providing easy access for customers to engage with staff as quickly as possible. There are currently 8 live chat agents.
- The mobile units have been renamed from Mobile Resource Units to Mobile

Career Centers and have been re-wrapped to reflect the change.

- The Lecanto office will be getting a new sign and window decals.
- The “Help is Here” campaign has had a soft launch and efforts will continue.
- Three of the in-person resume workshops are now webinars on YouTube. Two more are in development. The workshops webinars will be a great addition to outreach efforts even after we begin doing in-person workshops again.
- A template style guide has been created.
- Laura is providing assistance and guidance with the communication staff and center managers in Region 9 as needed.
- Kathy Judkins expressed appreciation to Laura and Danielle on all their hard work.
- The committee members stated that they will encourage other board members to like and share CLM posts on social media.

### **MATTERS FROM THE FLOOR**

None

### **ADJOURNMENT**

There being no further business, the meeting was adjourned at 9:46 a.m.

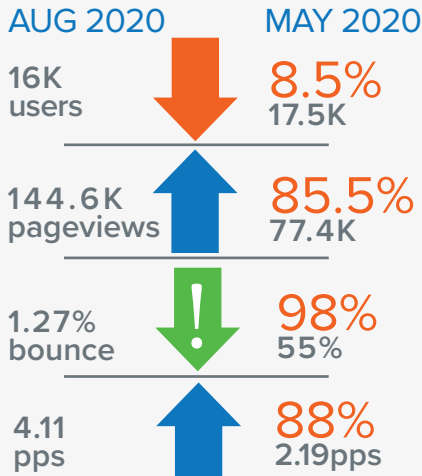
### **APPROVED:**

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# MARKETING/OUTREACH COMMUNICATIONS REPORT - AUG. 26, 2020

Communications analytics for reporting period May 11 through August 16, 2020.

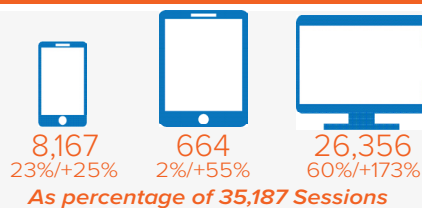
## WEBSITE



### Top Visited Pages\*

- #1 Candidates (30,466)
  - #2 Job Reports (12,666)
  - #3 COVID-19 Help (5,336)
  - #4 Training/Assistance (3,941)
  - #5 Business Services (2,479)
  - #6 Reemployment Assistance (2,441)
  - #7 Newsroom (1,557)
- \* Excluding Home Page

## DEVICES USED



## MEDIA

### EARNED MEDIA

9 News Releases  
60+ print/online/broadcast articles  
475+ PSAs/mentions  
Top Sources: Star-Banner/  
Ocala.com, Chronicle/Chronicle  
Online, HardisonInk, Ocala Gazette,  
Ocala-News, South Marion Citizen, West  
Marion Messenger, WOCA, WIND, WOGK,  
WUFT-TV, WCJB TV 20, WFTV-9, Fox 13

### PLACED MEDIA

35 print ads  
Digital ads (2 outlets / 15 weeks)  
355+ radio spots (:30)  
(WIND, WOGK, WZCC, WLQH & WOCA)  
3 Business Showcases (75 mins)

### TOP OWNED MEDIA\*

Lecanto Center Closes (7/16/20)  
1,300 impressions / 1,100 reach  
Post Clicks / Reactions 100  
6% Engagement Rate  
\*Excluding Help Is Here Campaign

## YOUTUBE

Lifetime

97 videos/14 playlists  
23,326 views/322 hours  
This reporting period  
1,083 views/40.2 hours

## LINKEDIN

524 Followers (+5.4%)  
33 posts/4,116 Impressions/6.7% Engagement

## TWITTER

894 Followers/8,014 Tweets

AUG	148.1K 136 1.6K 1.4	impressions posts this report reach/day engagement rate
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## INSTAGRAM

POSTS 155 (+15%) FOLLOWERS 197 (+16%)  
REACH 14,695(+11.5%)  
ENGAGEMENT 717 (+14%) RATE 15.8%

## FACEBOOK

746,100 Impressions	272,842 Reach
200,048 Viral Reach	14,760 Engaged Uniques

### Average Reach by Post Type

187 Video	268 Photo	326 Link
18 Video	23 Photo	25 Link

### Career Awareness Videos Playlists

Total Times Viewed: 31,609  
Total Unique Viewers: 18,428  
Viewed 30+ Seconds: 5,398  
Viewed to the End of Video: 3,117  
View Time: 2,699 minutes (45 hours)

LIKES: 1,960      FOLLOWS: 2,155

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



## KEY COMMUNICATIONS DEPARTMENT PROJECTS

### STATE MARKETING CO-OP PROGRAM | 2019-2020

- Redesign and rewrap of our two Mobile Resource Units
- Window Perfs/Vinyls for Lecanto Career Center
- New Signage for Lecanto Career Center
- Help Is Here Campaign for those affected by COVID-19 (see below)
- \$41,822 Earmarked for 2020-2021
- Projects, initially planned for pre-COVID: 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); potential nurture email campaign.

### HELP IS HERE | COVID-19 CAMPAIGN

Due to the sudden and extraordinary impact that COVID-19 had on businesses and employees throughout our region, we requested we shift a significant portion of our co-op dollars to a customized version of the state's Help Is Here initiative tailored to our region. That concept proved popular and 13 other regions followed our lead.

The initiative directed those affected to resources on a new [citruslevymarion.helpisherefl.org](https://citruslevymarion.helpisherefl.org) landing page accessible directly and via our website. The campaign used programmatic display and native ads to increase awareness and drive traffic to the portal. We emphasized the importance of reaching both businesses and job seekers.

- Impressions 3.35 million total impressions (1.88 million for Business Services and 1.47 million for Careers)
- Traffic 2,638 total clicks from ads (1,718 for Business Services and 920 for Careers)
- Key Engagement 1,324 Clicks to Resources (905 Business Services and 419 Careers)
- Landing Page 3,843 Total Page Views (May 18 - June 18, 2020) – 98.9% of campaign traffic comprised of new users

### TALENT CENTER BRAND REFRESH

- Revise Logo with affiliate-approved colors
- Update website with new logo/colors; enhanced Resources Page; add Accessibility Feature.
- Update social media platforms
- Refresh/redesign collateral material (fliers, popup banners, business cards)
- Begin Redesign of the Home Page

### STEVENS AMENDMENT

- Required language added to website (boilerplate footer on every page, About Us/History and Mission, About Us/Board Documents and Financials, Newsroom and Media Kit), social media, news releases and collateral

### VIRTUAL JOB FAIR

- Partnership with K-Country and Wind-FM and WCJB TV-20
- 280+ registered, 100+ attended
- Slide presentation and promotional materials/fliers
- Zoom Best Practices/Tips (attached)
- Print and Broadcast advertising, Social Media Campaign, Media Outreach
- Post-Event Outreach and Evaluations

### ONGOING / UPCOMING

- SkillUp Citrus Levy Marion - Metrix Learning (roll-out/campaign launched August 12 and continues)
- Manufacturing Job Fair - fully virtual, rescheduled for October 15
- Youth Career Expos - virtual (January, February and March tentative)
- State of the Workforce - Spring 2021 (virtual)



# LECANTO CAREER CENTER



# LECANTO CAREER CENTER






# HELP IS HERE



**Help is here**

Support for finding and recruiting new employees


**GET STARTED**



**Help is here**

Support for finding and recruiting new employees

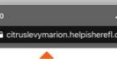
**GET STARTED**



**Help is here**

Support for finding and recruiting new employees


**GET STARTED**



**Help is here**

Support for finding and recruiting new employees

**GET STARTED**



**Help is here**

**Career Centers open**  
**Monday - Friday**  
**10 a.m. - 3 p.m.**  
**By Appointment Only**

Helping businesses find talent and job seekers find employment while protecting your safety is CareerSource Citrus Levy Marion's top priority as we thoughtfully reopen our Career Centers.

Right now, our goal will be meeting the needs of those laid off due to COVID-19. Direct, indirect services will focus on Job Searchers, Welfare Transition and Supplemental Nutrition Assistance Program (SNAP), when released to as Food Stamp. Every precaution has been taken to ensure the protection of our customers and staff.

All services at our centers are provided by appointment only, making us safe and successful at this time. Customers will be required to wear face coverings and have temperatures taken by non-touch thermometers before entering the center. Appointments are limited to 45 minutes.

Free virtual services for businesses and job candidates will also continue to be offered.

**To Make an Appointment:**  
Call 800-434-7080 or Live Chat at [careersourceclm.com](https://careersourceclm.com)

A proud partner of the **Area 6 Education** network  
CareerSource Citrus Levy Marion has equal opportunity, nondiscrimination, disability and affirmative action policies. We are an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, ethnicity, sex, gender, sexual orientation, gender identity, age, religion, national origin, or ancestry.



**Help is here**

**VIRTUAL JOB FAIR**  
**June 24 at 1 p.m.**

JOIN CAREERSOURCE CITRUS LEVY MARION, K-COUNTRY, WIND-FM AND WCJB TV 20

Have you been laid off or furloughed due to COVID-19, or need a job for any reason? Interested in exploring new career opportunities? This is your chance to meet with up to 10 area businesses hiring to fill jobs right now — all from the comfort and safety of your home and at no charge!

**Let's Get To Work Again. Together. For more information, call 800-434-JOBS**  
**Space is Limited! Register Today at [bit.ly/VirtualJobFair2020](https://bit.ly/VirtualJobFair2020)**

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**Help is here**

**Connecting local businesses with outstanding talent.**  
**All at no charge.**

Call us at 800-434-JOBS or 352-840-5762 (Talent Center)  
Visit [careersourceclm.com](https://careersourceclm.com) and [talentcenter.org](https://talentcenter.org)

**CareerSource CITRUS | LEVY | MARION**  
**TALENT CENTER**

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**Help is here**

**We connect local talent to the businesses that want to hire them.**  
**At no charge.**

Call 800-434-JOBS or visit [careersourceclm.com](https://careersourceclm.com)

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**Help is here**

Whether your business needs to recruit specialized talent, hire new team members, train existing employees or all three, we can help. CareerSource CSM's Business Development team offers expertise, funding and resources. Call to get started: 800-746-9859.

**CareerSource CITRUS | LEVY | MARION**



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**CareerSource CITRUS | LEVY | MARION**



**Help is here**

Please share these resources with friends and family who may need a little support right about now. <https://www.fortlauderdale.org/>

- For Florida's laid off due to COVID-19, there is healthcare coverage available. Find out more <https://www.fortlauderdale.org/>
- For parents who have lost a job, there is low-cost and affordable health and dental insurance available for children. Find out more <https://www.fortlauderdale.org/>
- In response to COVID-19, SNAP purchases on Florida-grown fruits and vegetables are being matched dollar for dollar by Fresh Access Bucks. Feeding Florida also is removing the \$40 cap through April 30. Find out more <https://www.feedingflorida.org/practical-materials/covid19>
- As of this week, all SNAP customers may use their EBT cards to purchase groceries online through Walmart and Amazon. Find out more <https://www.myfloridafamilies.com/.../2020/04/14/USDAN20ApprovesTODF...>

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**CareerSource CITRUS | LEVY | MARION**



**Help is here**

**FOR YOUR HIRE EDUCATION!**

Contact Us:  
844-364-9859

**TALENT CENTER**  
**CareerSource CITRUS | LEVY | MARION**



**Help is here**

Setting off on your job search journey is a frustrating and (sometimes) scary process, but you don't have to do it alone. Help is here. Call us or visit our new landing page: [careersourceclm.com/helpishere](https://careersourceclm.com/helpishere)

Call us: 800-434-JOBS (5627)


**CareerSource CITRUS | LEVY | MARION**



**Help is here**

Whether you need help with finding a job, resume review or job prep, we can help. CareerSource CSM's team offers expertise and resources. Call to get started: 800-746-9859.

**CareerSource CITRUS | LEVY | MARION**



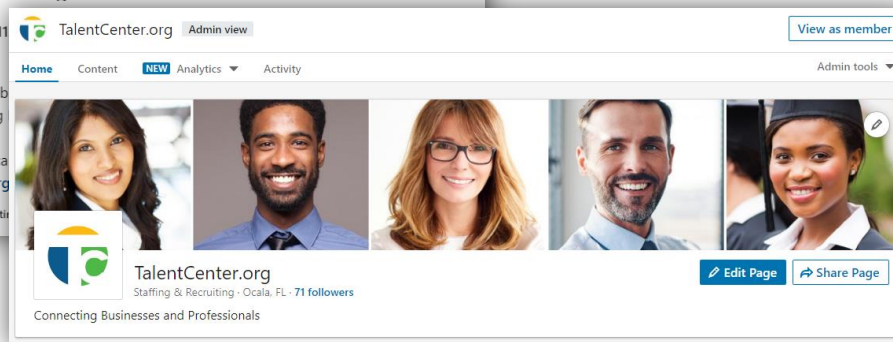
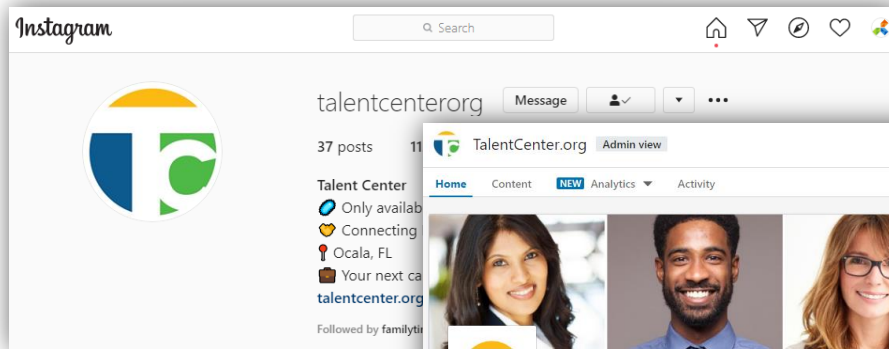
**Help is here**

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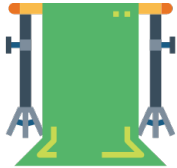
# Ready. Set. Zoom!

## Webinar best practices for professionals



### APPEARANCE

- ✓ Simple, solid-color shirt (make sure your shirt doesn't match your background!)
- ✓ No dangly jewelry
- ✓ Remove glasses
- ✓ Point the camera eye level



### BACKGROUND

- ✓ Create virtual background with company logo
- ✓ Image dimension: 1280 px x 720 px OR 190 px x 1080
- ✓ For best results, have a solid color or green screen behind you



### EXTRAS

- ✓ Set video settings to 16:9 aspect ratio
- ✓ Enable HD and Touch Up My Appearance



### LIGHTING

- ✓ Avoid side or backlighting
- ✓ Face a window for even, steady light
- ✓ For best results, use a ring light



### AUDIO

- ✓ Find a quiet location away from distractions
- ✓ If phoning in, be sure to keep phone away from computer to avoid feedback
- ✓ For best results, use a USB or lapel mic



# What about Zoom: Presenter's Tips

*The following are intended to help you look and sound your best during Zoom presentations or meetings.*

## APPEARANCE

Think strategically about what you wear, especially as it relates to your background. Avoid patterns/anything too busy or colors that are overly vibrant or clash with the background. A plain, solid color works best though avoid dark black/navy or bright white as they look like a “blob” on camera.

Remove your eyeglasses, if possible, to avoid glare and avoid wearing jangly jewelry.

The camera should be eye level. Trust us on this, a camera shooting up from under the face is not flattering for anyone.

## AUDIO

Depending on your device, you can sound crisp and clear, muddled or as if you are speaking in a tin can. If your audio is limited by your computer/webcam you may wish to consider a microphone that plugs into the USB port (these run around \$100) or you can find a small lapel mic for about \$20 that connects directly into your microphone jack. In Zoom, you can adjust the audio in general settings, where you'll be able to select your accessory mic instead of the mic from the webcam.

Sound quality can also be affected by ambient noise. If presenting from home, be sure children and/or pets are in another room, your TV is off and, hopefully, the neighbor's lawn service doesn't fire up the riding mower. Be aware that sound can bounce around in wide, open areas, too. If you have to phone in for audio, keep your phone away from your computer speakers to avoid echoes or feedback.

## LIGHTING

If your company/home office has a studio equipped with three-point lighting, that's great, but not something most of us have. To avoid “shady face,” appearing in the dark/silhouetted or harshly lit, be sure to set up in an area without sidelights or backlighting (avoid sitting with your back to a window).

For even, steady lighting, try a ring light positioned behind your monitor/webcam (facing directly in front of you). If you're in a room with natural light from a window, flip your arrangement and face the window, which will provide soft, people pleasing light. You can find scads of ring lights in a full range of sizes and prices at Amazon.

## BACKGROUND

This is a great opportunity for corporate branding. CareerSource CLM branded backgrounds already sized to fit can be found in Z:\All Users\Zoom\Virtual Backgrounds. Also, please submit a request via Spiceworks if you need a background with specific information (name/job title/contact). Before you decide to use a virtual background, first make sure your computer meets the system requirements.

If you are uploading an image, or creating a background with your logo and your web camera is set to the preferred 16:9 ratio (wide aspect), an image that is 1280 pixels x 720 pixels or 190 pixels x 1080 pixels works best (crop/resize prior to uploading for optimum quality).

Virtual backgrounds will look best if you already have a solid-color background behind you and aren't backlit. Using a green screen and uniform light allows Zoom to detect the difference between you and your background – this avoids looking cut out or disappearing into the background. When you set up your virtual background in Zoom, you'll have the option of indicating whether you are using a green screen.

Also, if you want to avoid the ghostly effect of having part of you disappear, be sure your background and/or "green" screen color (they can be green, blue or even gray) doesn't match your clothing or eye color.

You can find green screens ranging from \$14 to \$150 for everything from sheets to backdrops that attach to the back of your chairs to studio-style set ups (check out Amazon and thewebaround.com).

Whatever your background, virtual or otherwise, be sure that it is not distracting. The focus should be on you, not on what's behind you. Be mindful of your lighting, the color of your background (so you don't melt into it) and what is actually in your background (the camera sees more than you may think).

Prior to the presentation/event, check out how you will look with your chosen background (if using a virtual background, you won't want to block your logo; if not using a branded background, be sure you don't have plants or a ceiling fan growing out of your head).

## EXTRAS

To make sure you look as good as possible, ensure that you set your Zoom video settings to 16:9 (widescreen) aspect ratio and enable HD and Touch Up My Appearance. Deactivating Mirror My Video, which is on by default, will only change how you see yourself on screen, not how others see you.

Because cameras on smartphones and webcams are wide-angle, if you get too close, you will look distorted. By the same token, if you sit or stand too far back you will appear quite small and risk issues with your audio. Practice placement ahead of time to find the best position.

