



**CAREERSOURCE CITRUS LEVY MARION
Business and Economic Development Committee**

MINUTES

DATE: November 5, 2020
PLACE: Teleconference Only
TIME: 9:00 a.m.

MEMBERS PRESENT

Pete Beasley, Chair
Bruce Register
Jeff Chang
John Cook
John Hemken
Kathleen Betz
Kevin Sheilley
Mark Paugh
Phillip Geist

MEMBERS ABSENT

David Pieklik
Kevin Cunningham
Mark Vianello

OTHER ATTENDEES

Dale French, CSCLM
Cory Weaver, CSCLM

Laura Byrnes, CSCLM
Cira Schnettler, CSCLM

CALL TO ORDER

The meeting was called to order by Pete Beasley, at 9:02 a.m.

ROLL CALL

Cira Schnettler called roll and a quorum was declared present.

APPROVAL OF MINUTES

Phil Geist made a motion to approve the minutes from the August 13, 2020 meeting.
Kevin Shielley seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Dale French notified the committee that Adrienne Johnston will replace Ruth Dillard as Director of Workforce Services for DEO. Adrienne is experienced in the workforce system and we expect a positive transition. He also notified the committee that DEO has sent two policies for public comment. One policy covering board governance and the other board composition. CLM management is reviewing the proposed policies and

will submit feedback by their deadline.

Workforce Issues that are Important to Our Community

None

PUBLIC COMMENT

None

ACTION ITEMS

None

PROJECT UPDATES

Economic Development Partner Reports

Citrus:

- Bruce Register shared that there are no new projects in development, but noted ongoing efforts with existing projects, specifically, the expansion of the Suncoast Highway and the positive effect it will have on the local economy.

Levy:

- David Pieklik was not in attendance.

Marion

- Kevin Sheilley was enthusiastic about the expansion activities happening in Marion County. Up to three million square feet of new industrial construction is expected for 2021. Two new projects, Project Guard and Project Glass, are in development. Ocala has recently been highlighted as third in the nation for job growth for a city of its size. He also announced that the Ocala CEP was named Chamber of the Year.

MRMA

Kathleen Betz explained that due to the pandemic the golf tournament has been postponed to May 2021. The golf tournament proceeds have benefited fifty-six students with scholarships and they are looking forward to another successful tournament. Four new board members have joined the MRMA. Kathleen Betz also acknowledged the efforts of the CLM staff in assisting with the successful virtual Manufacturing Career Fair.

Events

Dale French highlighted items from the Event Report, noting hiring events for the Dollar Tree Distribution Center and Amazon. He also noted that the virtual hiring events are recorded and provided to the employer. During the hiring events the employers are engaged to discuss topics such as, what they are looking for in candidates and about their company culture. The employers receive the recorded event and can use the videos as a recruitment tool.

Talent Center

Before reviewing the report, Dale French updated the committee on center activities. All centers have resumed normal operations this week. To reduce exposures and to

ensure stability in keeping the centers open, the staff will be working in the offices on rotating teams.

Dale French reviewed the July through September quarterly Talent Center report noting the fluctuations in traffic prior to and through the pandemic. The Talent Center has re-opened for walk-in traffic also. Placements are increasing as businesses reopen

YouthBuild

Dale French explained that although the grant funds for the 2018/2019 program year were received in 2017 follow-up measurables are to be tracked after the youth finish the program for 12 months. The 2017 grant has been completed and 48 youth successfully completed the program. Some challenges were faced due to the pandemic affecting the first cohort for the 2020 grant, but there is potential to add more participants to the upcoming cohorts and still be successful in meeting the goals of the grant.

Metrix Online Learning Platforms

Cory Weaver provided participant activity for the region, distinguishing those individuals who utilized the platforms at CF and those who utilized the platform elsewhere. The platform was initially rolled out in Levy County and will now be offered in Citrus and Marion counties. Locations with computers and internet access are being explored.

Laura Byrnes presented the marketing plan for promoting the platform, which is attached to these minutes.

Experiential Learning

Cory Weaver summarized each section of the report and notated several successful hires with the employers participating in the programs.

Talent Pipeline Videos

Laura reviewed the report attached to these minutes, noting that next production cycle will begin in January featuring up to ten businesses.

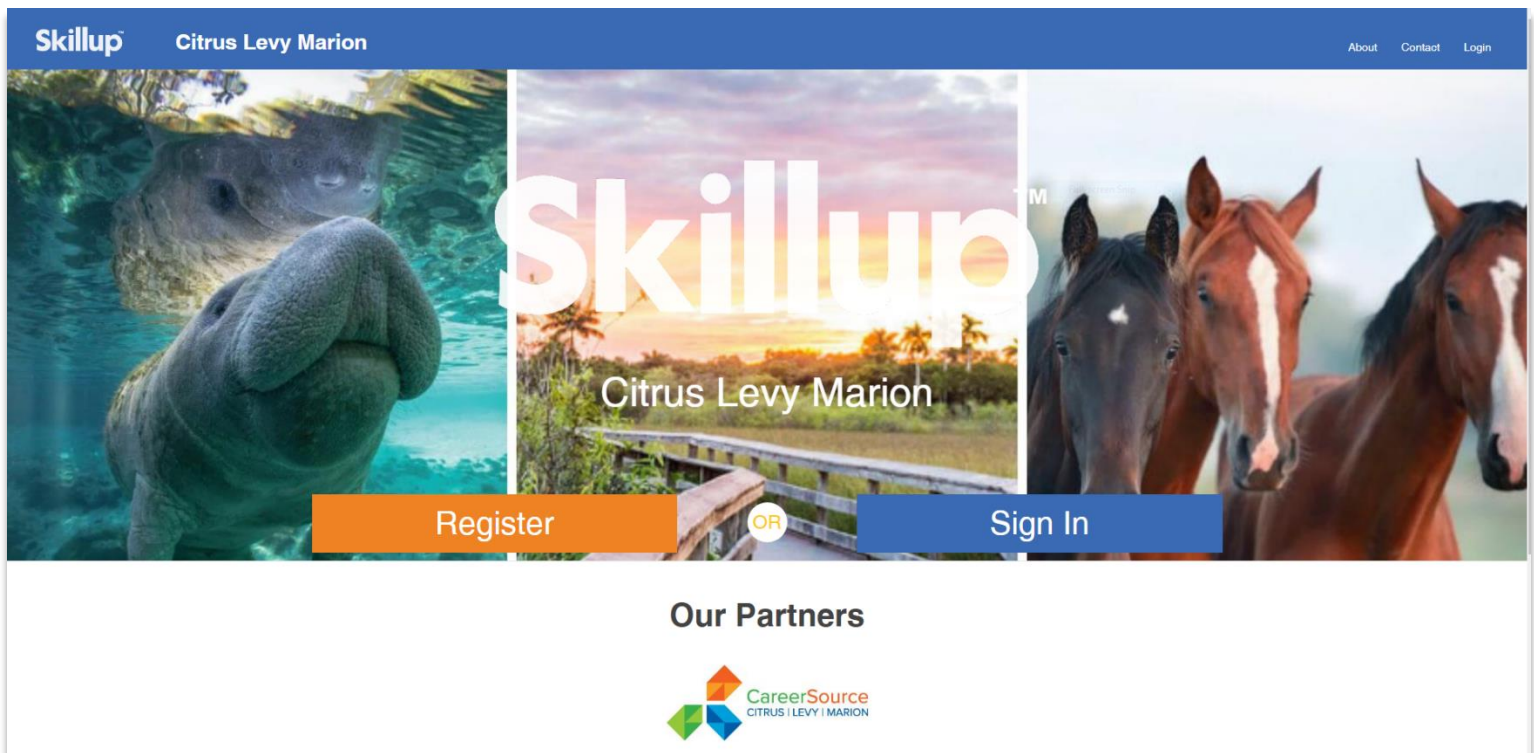
MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:50 a.m.

APPROVED:



PHASE I – LAUNCH

News Release Aug. 5 *Workforce resiliency promoted with free job training*

<https://careersourceclm.com/news/help-is-here-workforce-resiliency-promoted-with-free-job-training-and-certification/>

News Release Aug. 14 *Internet access to SkillUp program offered at CF's Levy Campus*

<https://careersourceclm.com/news/cfs-levy-campus-offers-computer-access-to-skillup/>

Sample of Resulting News Coverage

Ocala Star-Banner Aug. 14, 2020

[New way to work on employment skills](#)

Cedar Key News Aug. 14, 2020

[College of Central Florida offers computer access to online training platform](#)

HardisonInk.com Aug. 14, 2020

[CF offers computer access to new SkillUp online training platform](#)

Riverland News Aug. 13, 2020

[Free online job training](#)

WOCA Newstalk Aug. 12, 2020

[Business Showcase: SkillUp Citrus Levy Marion](#)

Ocala-News.com Aug. 9, 2020

[CareerSource CLM offers platform to improve training skills](#)

Metrix Learning News/Press Aug. 9, 2020

[CareerSource Citrus Levy Marion offers platform to improve employment skills](#)

Ocala Gazette Aug/ 7-13, 2020

[Help is here: workforce resiliency promoted through free job training](#)

HardisonInk.com Aug. 5, 2020

[Workforce resiliency promoted with free job training and industry certification](#)

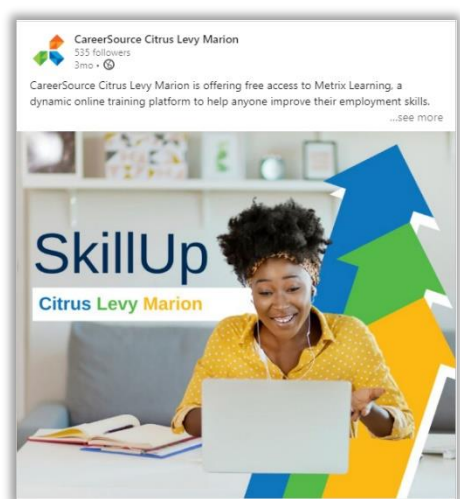
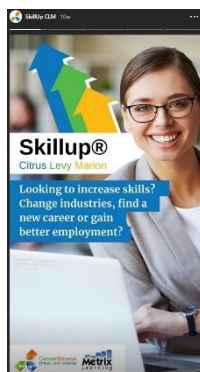
Southeast and Country Club Living September 2020

[Help is Here: SkillUp CLM offers free online job training and certification](#)

Country Club Neighbors (Citrus County) September 2020

[Help is Here: SkillUp CLM offers free online job training and certification](#)

Owned Media/Social – to date, 66 posts across Twitter, Facebook, Linked In and Instagram (CSCLM, Jobs352 and Talent Center). Examples of social posts:



- Website Quick Link on the Home Page plus information on the training page <https://careersourceclm.com/candidates/training/paid-work-training/>
Note: we did have a direct link at the top of each page (blue alert bar), but have had to switch virtual job fairs for the time being.
- Custom Fliers distributed at our Career Centers, libraries and other locations

Placed Media (see sampling below)

- Radio spot (:30) on WZCC and WMLQ targeting Levy County; also a 60-second version for WIND FM and K-Country covering Levy County (Citrus and Marion as well)
- Live WOCA AM Ocala Live broadcast/streaming and podcast (starts at around 3 minutes): <https://www.youtube.com/watch?v=b5sVXy77KW8>
- Sample of print and digital ads 16x (Ocala Star-Banner, Ocala Gazette Citrus, County Chronicle, **Chiefland Citizen**, **Williston Pioneer**, South Marion Citizen, Riverland News) and Best Version Media magazines; and digital **HardisonInk.com** and **Patriot Press** (College of Central Florida)



PHASE II – LAUNCH REFOCUSED SKILLUP CAMPAIGN

(Early November through end of year/into new year)

- Leverage Statewide Marketing Cooperative spend to amp up SkillUp CLM awareness, specifically targeting Levy County
- Revise and leverage successful Help Is Here branding to develop unique [Landing Page for Candidates](#) (changing the tagline to “Here to help ...”)
- Landing Page will feature SkillUp and highlight the partnership with CF in Levy County. Other Candidate services will be included as well, but after SkillUp.
- Leverage the power of Google Ads (paid search) to highlight SkillUp (free online classes, career change, job openings).
- Place targeted Facebook ads to include Build Skills, Job Training and Here to Help
- Leverage the creative used across digital campaigns to develop and place traditional placed media (print ads)
- Mirror language and Call to Action used in the campaign in scripts/radio spots
- Continue organic social media placement across all platforms
- Replicate design and content for fresh fliers for Chiefland Career Center and area libraries, community centers, chambers and nonprofits
- Make all shareable with CF Marketing/Outreach to expand reach
- Develop a SkillUp presentation as part of the Speaker’s Kit for Staff and Board Members; make short tutorial/webinar about program available on website.

CAREER AWARENESS – TALENT PIPELINE VIDEOS

BACKGROUND The initiative features videos that showcase the variety, strength and growth of businesses in Advanced Manufacturing, Information Technology, Healthcare, Transportation/Logistics and other in-demand/target industries. Initially launched in partnership with the Mid-Florida Regional Manufacturers Association (MRMA), these videos are largely underwritten by CareerSource CLM. There are currently 37 videos with at least 10 more needed in the next few months.

ADDING BUSINESSES TO THE VIDEO SERIES

Businesses are recruited by members of the Business Development team. We met with BDMs and BDCs on Sept. 21 to review [updated tools and talking points](#) to assist in their efforts.

Our arrangement with Digital Fury is \$7,500 for up to 12 videos per production cycle (which brings the cost per video to \$625; if 10 videos the cost is \$750, if eight (8) it is \$937.50 and so on).

Recruiting efforts for the 50-60 second videos are ongoing and we hope to begin production early in the new year. Meanwhile, we have once again partnered with MRMA on industry tour videos which were highlighted during last month's Manufacturing and Logistics Virtual Career Fair.

[SPX Flow](#)
[Winco Mfg, LLC](#)

Note: The Talent Pipeline Playlist can be accessed via a Quick Link on our home page as well as dedicated link in our About Us section. Additionally, they can be found on our YouTube Channel and Facebook Video Library where, to date, the Business Videos have garnered more than 55,000 views.

HIRING NOW | USING VIDEOS TO HELP FILL OPEN POSITIONS

Since Sept. 21, we have leveraged our [Jobs352 at CareerSource Citrus Levy Marion](#) Facebook and [Twitter](#) pages because both platforms are geared to general job candidates. We are working on similar tactics for the Talent Center's Facebook and Twitter networks; this will be on a case-by-case basis as not all open positions are appropriate for the Talent Center's audience.

HIRING NOW promotions are based on open positions for businesses in the Talent Pipeline series (not all businesses with videos have current open positions; businesses will be added to the rotation as openings occur). To date, these promotions have been exclusively organic. We are also redirecting/driving traffic to Jobs352 if candidates land on our CSCML (business centric) Facebook page.

Jobs352 – HIRING NOW posts featuring job openings/videos have reached 816 unique viewers
Twitter (2x/weekday) – 70 individual tweets have netted 12,168 impression





Jobs352 at CareerSource Citrus Levy Marion posted a video to playlist **Business Videos - Talent Pipeline.** September 24 · 🌐

HIRING NOW: Florida Express Environmental is hiring now for multiple positions! If you or someone you know is in need of work, apply for these positions at [EmployFlorida.com](https://www.employflorida.com) with the Job Order numbers below.

Roll Off Driver: Job Order # 11211540

Operations Manager: Job Order # 11203382

Portable Toilet Driver: Job Order # 11211544

Outside Sales Representative: Job Order # 11211551

Employer offers benefits including medical, dental, vision, monthly safety bonus, IRA match gym membership and life insurance to all full time employees. Wages vary and DOE. Full-time positions available. Watch their video to learn more.

#Floridajobs #HiringNow #JobSearch



Jobs352 at CareerSource Citrus Levy Marion posted a video to playlist **Business Videos - Talent Pipeline.** September 23 · 🌐

HIRING NOW: Classic Kitchens Inc is hiring Cabinet Builders now! If you or someone you know is in need of work, apply for this position at [EmployFlorida.com](https://www.employflorida.com) with the Job Order number below.

Cabinet Builder: Job Order # 11230318

Wage \$12 - \$14/hr. Depends on experience. Full-time position. Watch their video to learn more.

#Cabinetmaking #HiringNow #JobSearch



Jobs352 at CareerSource Citrus Levy Marion posted a video to playlist **Business Videos - Talent Pipeline.** September 25 · 🌐

HIRING NOW: Winco Manufacturing is hiring a Shipping Coordinator now! If you or someone you know is in need of work, apply for this position at [EmployFlorida.com](https://www.employflorida.com) with the Job Order number below.

Shipping Coordinator: Job Order # 11224168

Winco has been a leader in the manufacturing of medical furnishings for over 60 years. This is a full-time position. Wages: \$15.38/hr. DOE. Watch their video to learn more.

#ShippingCoordinator #Winco #HiringNow



Jobs352 at CareerSource Citrus Levy Marion posted a video to playlist **Business Videos - Talent Pipeline.** September 23 · 🌐

HIRING NOW: GML Industries is hiring Automotive Wiring Harness Production workers now! If you or someone you know is in need of work, apply for this position at [EmployFlorida.com](https://www.employflorida.com) with the Job Order number below.

Automotive Wiring Harness Production: Job Order # 11204677

Employer offers Health, Dental and Vision. Wage starts at \$10/hr. and depends on experience. Full-time position. Watch their video to learn more.

#Manufacturing #HiringNow #JobSearch

