



MARKETING AND OUTREACH COMMITTEE AGENDA

Wednesday, November 18, 2020 – 9:00 a.m.

Zoom Meeting: <https://us02web.zoom.us/j/89615149963>

Phone No: 1-646-558-8656 (EST) Meeting ID: 896 1514 9963

Call to Order

A. Jones

Roll Call

C. Schnettler

Approval of Minutes, August 26, 2020

Pages 2 - 3

A. Jones

DISCUSSION ITEMS

State Update

R. Skinner

Workforce Issues that are Important to Our Community

R. Skinner

PUBLIC COMMENT

ACTION ITEMS

None

PROJECT UPDATES

2021 State of the Workforce Conference

R. Skinner / D. French

Metrix Online Platform – CF Levy

Pages 4 - 8

C. Weaver / L. Byrnes

Now Hiring – Talent Pipeline Videos

Pages 9 – 10

L. Byrnes

Virtual Job Platform

L. Byrnes

Marketing and Outreach Report

Page 11

L. Byrnes

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

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: August 26, 2020
PLACE: Teleconference Only
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
Dale French, CSCLM
Laura Byrnes, CSCLM

Cira Schnettler, CSCLM
Cory Weaver, CSCLM

CALL TO ORDER

The meeting was called to order by Al Jones, Chair at 9:01 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 May 13, 2020 meeting. Kathy Judkins seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner notified the committee that the waiver period for required job searching will end on September 5. When the work search waivers are lifted more people will be utilizing our resources for job searching. Recently, there has been an uptick in calls for job search assistance. We will be prepared to serve those customers as we have been through remote appointments and as needed in-person appointments.

Workforce Issues that are Important to Our Community

Al Jones commented that businesses are handling a variety of employment issues arising from the pandemic. Rusty Skinner noted that there has been an increase in

hiring in Marion and Levy counties. The Talent Center and our Business Services Teams are doing their best to meet the needs of the business community. Al Jones asked if there has been an increase in candidates taking the opportunity to change careers. Rusty Skinner stated at this point there was not yet a noticeable shift in career changing, but that we are prepared to assist those candidates through online training platforms, funding from the CARES Act and educational partners if needed.

PUBLIC COMMENT

None

ACTION ITEMS

None

PROJECT UPDATES

2021 State of the Workforce Conference

Kathleen Woodring stated that we will be looking at April 2021 for holding the next conference. We will be working with the venue for date availability and bring dates to the next committee meeting. None of the 2020 sponsors requested their funds back, they will also be the 2021 sponsors. If the pandemic continues into the Spring of next year we can evaluate hosting a possible virtual event. A number of other organizations have held online conference successfully.

Marketing and Outreach Report

Laura Byrnes reviewed the Marketing report, noting the below items:

- There has been positive activity on the website.
- The Lecanto office new sign and window decals are in place.
- The “Help is Here” campaign is ongoing.
- Laura Byrnes met with the management team to discuss the 2020-2021 Marketing Co-Op Program. The team identified three focus areas: Business services, Young adult career awareness, and Apprenticeship program awareness.
- Recently, a virtual job fair was held through Zoom. We are looking at other platforms to hold future job fairs.
- Laura Byrnes unveiled the new Talent Center website and other newly branded items. The new look compliments the colors of the CareerSource CLM branding.

Al Jones thanked the marketing team for all their efforts.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:30 a.m.

APPROVED:



SKILL UP USERS

LOCATION	Aug-20	Sep-20	Oct-20	Total
Citrus	15	4	1	20
Citrus - CF	3	3	1	7
Levy	4	1	1	6
Levy - CF	4			4
Marion	39	11	6	56
Marion - CF	9	3	2	14
TOTAL	74	22	11	107

Popular Pathways

1. Business (Administrative/Management)
2. Healthcare
3. Information Technology
4. Government/Public Sector
5. Transportation/Logistics

Popular Courses

1. CompTIA
2. Microsoft Excel 2016
3. Excel 2019
4. Microsoft Office 365
5. Business Analysis
6. Leadership Essentials
7. ITIL® 2011 Edition OSA
8. First Aid
9. Microsoft Windows Server 2012
10. Outlook 2019



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](#)

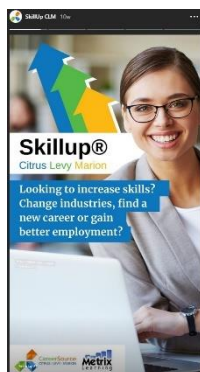
Southeast and Country Club Living September 2020

[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 CSCLM (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



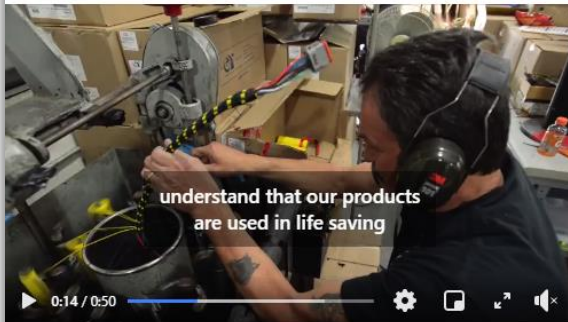
Jobs352 at CareerSource Citrus Levy Marion posted a video to playlist **Business Videos - Talent Pipeline.** September 23 · 🌐

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.

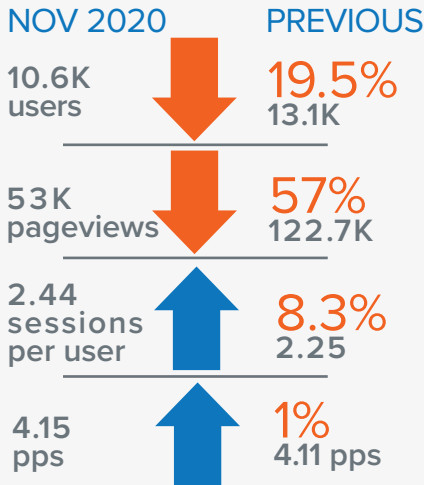
#Manufacturing #HiringNow #JobSearch



MARKETING/OUTREACH COMMUNICATIONS REPORT - NOV. 18, 2020

Communications analytics for reporting period Aug. 17 through Nov. 9, 2020.

WEBSITE



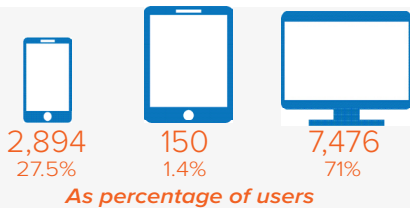
Top Visited Pages*

- #1 Candidates (15,454)
- #2 Job Reports/Search (3,325)
- #3 Business Services (2,404)
- #4 Calendar (1,597)
- #5 Training/Assistance (1,556)

COVID 339 v. 5,336 and RA 283 v. 2,441

* Excluding Home Page and About Us

DEVICES USED



MEDIA

EARNED MEDIA

8 News Releases
59+ print/online/broadcast articles
462+ PSAs/mentions
Top Sources: Star-Banner/
Ocala.com, Chronicle/Chronicle
Online, HardisonLink, Ocala Gazette,
Ocala-News, South Marion Citizen,
Citrus Daily, Villages-News, West Marion
Messenger, WOCA, WIND, WOGK,
WUFT-TV, and WCJB TV 20

PLACED MEDIA

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

TOP SOCIAL (PLACED)

Manufacturing/Logistics Career Fair
Impressions 39,267
Reach 20,508
Results 149 (event registrations, Page Likes)

YOUTUBE

Lifetime

98 videos/14 playlists
24,926 views/388.3 hours
This reporting period
1,600 views/66.3 hours

LINKEDIN

535 Followers (+2%)
29 posts/4,122 Impressions/6.6% Engagement

TWITTER

901 Followers/8,572 Tweets

NOV 112.4K impressions
554 posts this report
1.3K reach/day
1% engagement rate

INSTAGRAM

POSTS 185 (+19%) FOLLOWERS 227 (+15%)
LIFETIME REACH 16,470 (+12%)
ENGAGEMENT 861 (+20%) RATE 6.3%

FACEBOOK

2,708,331 Impressions
1,010,014 Reach
213,060 Viral Reach
28,697 Engaged Uniques

Average Reach by Post Type

268 Video → 287 Photo → 389 Link

Average Engagement by Post

42 Video → 24 Photo → 29 Link

Career Awareness Videos Playlists

Times Viewed This Period: 18,057
Unique Viewer This Period: 11,024
Viewed 30+ Seconds: 3,588
Viewed to the End of Video: 1,949
View Time: 1,803 minutes (30 hours)

LIKES: 1,991 FOLLOWERS: 2,199

EARNED MEDIA EXAMPLES

careersourceclm.com/in-the-news

