



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

**MINUTES**

DATE: November 18, 2020  
PLACE: Teleconference Only  
TIME: 9:00 a.m.

**MEMBERS PRESENT**

Albert Jones, Chair  
Darlene Goddard  
Kathy Judkins  
Theresa Flick

**MEMBERS ABSENT**

Mike Melfi

**OTHER ATTENDEES**

Rusty Skinner, CSCLM  
Dale French, CSCLM  
Cory Weaver, CSCLM

Laura Byrnes, CSCLM  
Cira Schnettler, 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**

Kathy Judkins made a motion to approve the minutes from the August 26, 2020 meeting. Darlene Goddard seconded the motion. Motion carried.

**DISCUSSION ITEMS**

**State Update**

Rusty Skinner updated the committee on leadership changes with DEO. 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 sent two policies for public comment. One policy covering board governance and the other board composition. CLM management reviewed the proposed policies and submitted comments. DEO received numerous comments from regions throughout the state and decided to postpone implementation of the policies until they are reviewed at the next CareerSource Florida meeting in February.

Rusty Skinner notified the committee that the waiver period for required job searching will end on December 5. SNAP requirements will be reinstated on December 1. Once these requirements are re-instated, we may see increased activity in our centers for individuals conducting job searching.

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

Al Jones asked if the centers were experiencing any challenges. Rusty Skinner stated that we are preparing for increased traffic in the centers when the December requirements are re-instated. He also stated that the Communications team has been utilizing social media and press releases to notify the public of the upcoming change and to encourage participants to be proactive by registering early and start job searching now. Kathy Judkins asked if the participants will be notified directly of the change in requirements. Rusty Skinner answered that notifying registered participants is part of the plan. With the potential increase in traffic the centers are prepared with proper PPE and the procedures are in place to utilize the ion sanitizer.

Al Jones asked what the committee can do to assist efforts. Rusty Skinner suggested committee members share press releases and social media posts, as well as urging people to register and update their information prior to the December deadlines.

#### **PUBLIC COMMENT**

None

#### **ACTION ITEMS**

None

#### **PROJECT UPDATES**

##### 2021 State of the Workforce Conference

Rusty Skinner notified the committee that due to Covid-19 both in-person and virtual options are being investigated. An OHRMA representative has been invited to partner on the planning committee for content suggestions. The president of the State HR Association has been secured as a speaker. Laura Byrnes has also secured Dr. Beach from DOL as a speaker. Dale French explained that an RFP is in development to receive services for a virtual event planner that will provide professional broadcasting services either on the Zoom platform or another preferred platform. Darlene Goddard inquired about sponsorship funding and opportunities. Rusty Skinner explained that all 2020 sponsors have approved carrying their sponsorships to the 2021 event. Dale French stated that if the conference goes virtual, we will look for guidance from the event planner on how to best incorporate sponsor promotions throughout the event.

##### 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. The Citrus County library system is a potential partner. She also highlighted the most popular pathways and courses.

Laura Byrnes presented the marketing plan for promoting the platform.

Rusty Skinner stated that he will be reaching out to regional state representatives suggesting that participants be allowed to utilize this platform as a substitute for job searching. In the past, the weekly five job search requirement has been cumbersome for employers as they received numerous unqualified candidates applying for positions just to meet the requirement.

#### Talent Pipeline Videos

Laura reviewed the report noting that the next production cycle will begin in January featuring up to ten businesses. The business development team has been recruiting new businesses to participate.

#### Virtual Job Fair Platform

Laura Byrnes presented the virtual job fair platform that was recently used for the Manufacturing job fair and the Paychecks for Patriots fair. The platform has many benefits and was well received by employers and candidates.

#### Marketing and Outreach Report

Laura Byrnes reviewed the Marketing report, noting the decrease in visits to the Covid and RA pages.

### **MATTERS FROM THE FLOOR**

None

### **ADJOURNMENT**

There being no further business, the meeting was adjourned at 9:58 a.m.

### **APPROVED:**

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