



College of Central Florida
Enterprise Center, Building 42
3003 SW College Rd, Suite 206
Ocala, FL 34474

MARKETING AND OUTREACH COMMITTEE AGENDA

Wednesday, February 24, 2021 – 9:00 a.m.

Zoom Meeting: <https://us02web.zoom.us/j/86876001790>

Phone No: 1-646-558-8656 (EST) Meeting ID: 86876001790#

Call to Order
Roll Call
Approval of Minutes, November 18, 2020
Pages 2 - 4
A. Jones
C. Schnettler
A. Jones

DISCUSSION ITEMS

State Update
Workforce Issues that are Important to Our Community
Industry Videos
Page 5
R. Skinner
R. Skinner
C. Weaver

PUBLIC COMMENT

ACTION ITEMS

None

PROJECT UPDATES

2021 State of the Workforce Conference
Virtual Event Management
Metrix Online Platform – Skill Up
Virtual Job Fair Platform
Marketing and Outreach Report
Page 6
Page 7 - 8
R. Skinner / D. French
C. Weaver / L Byrnes
L. Byrnes
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 | Zoom |
| 2/9/2021 | 2/11/2021 | 2/18/2021 | 2/24/2021 | 3/3/2021 | 3/24/2021 | CF Ocala |
| 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: 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:

INDUSTRY TOUR VIDEOS

Debuted 1/28/2021

Views as of 2/4/2021

A video tour of 7 demand industries

- Industry footage
- Interviews with local business reps
- Labor Market Information

AGRICULTURE/EQUINE



277
VIEWS

HOSPITALITY



112
VIEWS

CONSTRUCTION/UTILITIES



137
VIEWS

HEALTHCARE



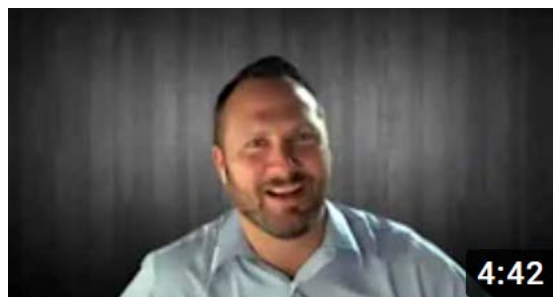
210
VIEWS

MANUFACTURING/DISTRIBUTION



103
VIEWS

IT



129
VIEWS

PUBLIC SERVICES



110
VIEWS

SKILL UP USERS

| LOCATION | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan-21 | Total |
|--------------|-----------|-----------|-----------|-----------|-----------|------------|------------|
| Citrus | 15 | 4 | 1 | 6 | 2 | 24 | 52 |
| Citrus - CF | 3 | 3 | 2 | 3 | 2 | 8 | 21 |
| Levy | 4 | 1 | 1 | 2 | 2 | 6 | 16 |
| Levy - CF | 4 | | 1 | 1 | 0 | 5 | 11 |
| Marion | 39 | 11 | 9 | 7 | 7 | 36 | 109 |
| Marion - CF | 9 | 3 | 2 | 11 | 5 | 44 | 74 |
| TOTAL | 74 | 22 | 16 | 30 | 18 | 123 | 283 |

Popular Pathways

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

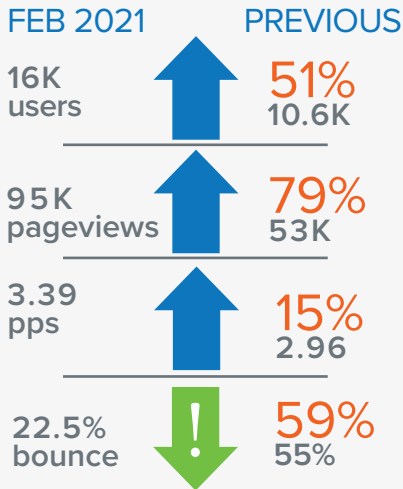
Popular Courses

1. Microsoft Excel
2. CompTIA
3. Business Analysis
4. Human Resources Development
5. Leadership
6. ITIL® - IT Service Management
7. Microsoft Outlook
8. Time Management
9. Administrative Support
10. HIPAA - Privacy Rule for Covered Entities

MARKETING/OUTREACH COMMUNICATIONS REPORT - FEB. 24, 2021

Communications analytics for reporting period Nov. 10, 2020 through Feb. 15, 2021

WEBSITE



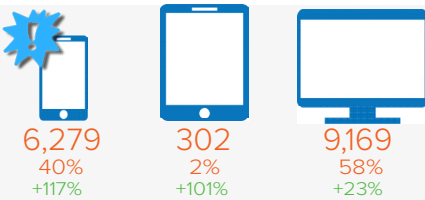
Top Visited Pages*

- #1 Resource Room Links (28,860)
- #2 Candidates-All (15,736)
- #3 Calendar/Events (3,618)
- #4 Businesses (2,518)
- #5 Newsroom (828)

COVID 218 v. 339 and RA 642 v. 283

*Excluding Home Page, Staff Links, About Us

DEVICES USED



MEDIA

EARNED MEDIA

7 News Releases
43+ print/online/broadcast articles
375+ PSAs/mentions
Top Sources: Star-Banner/
 Ocala.com, Chronicle/Chronicle
 Online, HardisonInk, 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 / 13 weeks)
548+ radio spots (:30)
(WIND, WOGK, WZCC, WLQH)
3 WOCA Showcases (75 mins)

TOP DIGITAL CAMPAIGN

SkillUp (Mid-Campaign)*
Impressions 480,088
Click Through Rate 4.223%
Website Visits 3,708
Clicks on Page 1,000

*Stats as of Feb. 15, 2021, to be updated

YOUTUBE

Lifetime
108 videos/15 playlists
27,926 views/499 hours
This reporting period
3,000 views/110 hours

LINKEDIN

550 Followers (+3%)
 47 posts/4,424 Impressions/7.2% Engagement
 CareerSource Florida 2.3%, CS Central Florida 5.53%

TWITTER

903 Followers/8,986 tweets

FEB | **46,116K** impressions
470 posts this report
472 reach/day
1.6% engagement rate

INSTAGRAM

POSTS 207 (+12%) **FOLLOWERS** 262 (+15%)
LIFETIME REACH 16,832 (+2%)
ENGAGEMENT 1,003 (+16.5%) **RATE** 2.7%

FACEBOOK

24,095,575 Impressions
3,327,638 Reach
285,961 Viral Reach
173,152 Engaged Uniques

Average Reach by Post Type

649 Video → **353** Photo → **79** Link

Average Engagement by Post

78 Video → **32** Photo → **3** Link

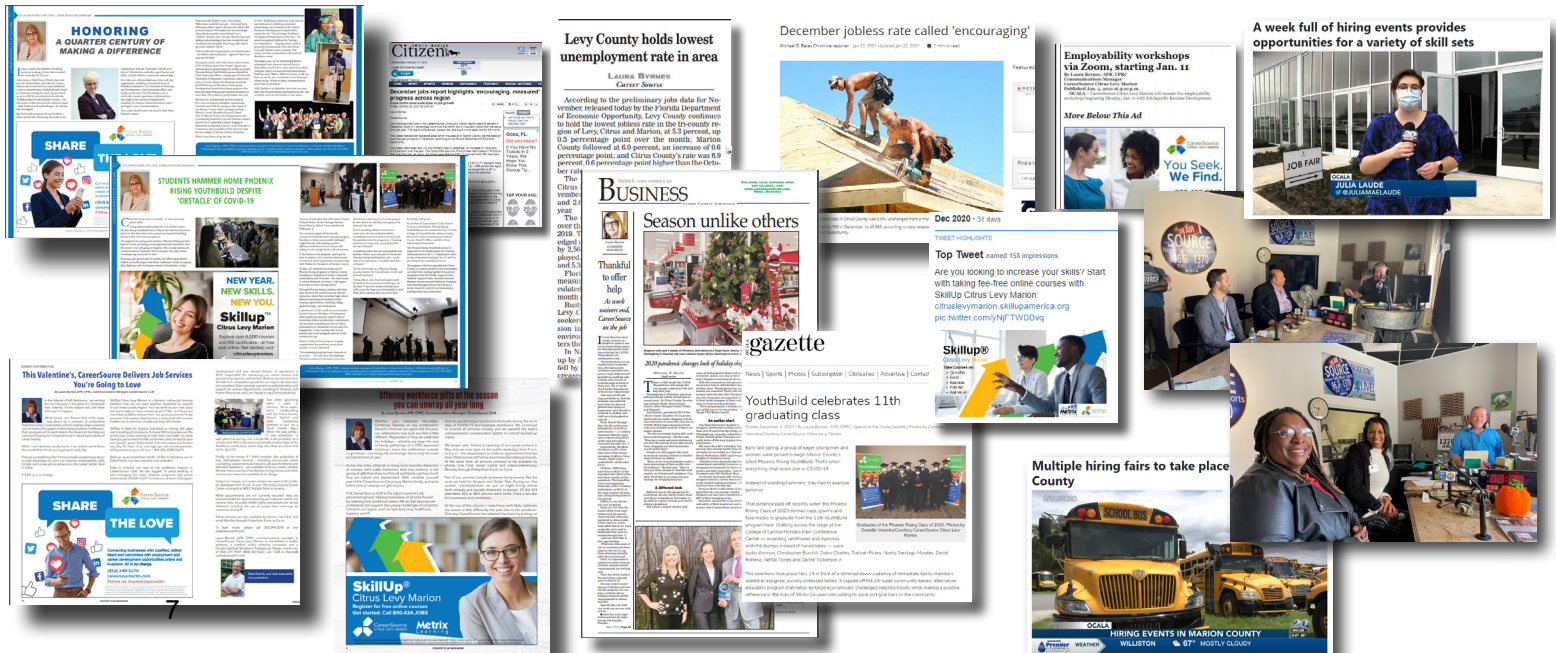
Career Awareness Videos Playlists

Times Viewed This Period: 10,931
Unique Viewers This Period: 8,937
Viewed 30+ Seconds: 2,676
Viewed Outside First Play: 1,994
View Time: 1,338 minutes (22 hours)

LIKES: 2,039 **FOLLOWERS: 2,301**

EARNED MEDIA EXAMPLES

careersourceclm.com/in-the-news



KEY COMMUNICATIONS DEPARTMENT PROJECTS

STATE OF THE WORKFORCE CONFERENCE | 4.22.2021

- Develop Collateral (sponsorships, digital Save the Date, Invites, Program)
- Secure Media Sponsorship Agreements for each county
- Design and Place print, digital and broadcast ads
- Create/launch dedicated page on website, site alert and calendar
- Develop Staff Signature Block
- Help Secure Speaker
- Develop and Roll Out Social Media Campaign
- News Releases/Story Pitches and Editorial Content
- Associated promotions via OHRMA and the CEP
- Creation of Conference Slides
- Bridging the Gap Awards Presentation Videos
- Other as needed



STATE MARKETING CO-OP PROGRAM | 2020-2021

- \$41,822 Committed for 2020-2021
- First half of the program year focused on CANDIDATES and SKILLUP (Update available 2/24)
- Second half will focus on BUSINESSES and SKILLS180

VIRTUAL EVENTS/SUPPORT/PROMOTIONS

- Paychecks for Patriots
- Marion County Youth Career Expo
- Industry Tour Videos
- Upcoming: Levy and Citrus counties' Youth Career Expos
- Begin Redesign of the Home Page

ONGOING / UPCOMING

- Business/Talent Pipeline Video Project
- Website
- Social Media Oversight (all platforms for CSCLM, Talent Center, Jobs352)
- Work Registration and Job Search Waiver Expiration Outreach
- Phoenix Rising YouthBuild - Graduation/2020; Spring Cohort
- Lockheed Martin Apprenticeship promotion/news release
- Youth Job Fair TBD
- Workforce Professional Development Summit
- In-House Video Production