



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

MINUTES

DATE: February 24, 2021
PLACE: Teleconference Only and In-Person
College of Central Florida Enterprise Center, Building 42
3003 SW College Rd, Suite 206 Ocala, FL 34474
TIME: 9:00 a.m.

MEMBERS PRESENT

Albert Jones, Chair
Darlene Goddard
Kathy Judkins

MEMBERS ABSENT

Mike Melfi
Theresa Flick

OTHER ATTENDEES

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

Laura Byrnes, CSCLM
Cira Schnettler, CSCLM
Nithya Pramekumar, TPMA

CALL TO ORDER

The meeting was called to order by Al Jones, Chair at 9:03 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 November 18, 2020 meeting. Darlene Goddard seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner explained to the committee that due to an audit conducted by the USDOL of the State workforce programs, an Education and Employment Committee was created to review the findings and issue recommendations. The recommendations could potentially affect local workforce boards. Recently, local boards had an opportunity to make presentations before the committee. Rusty Skinner has also met with local Representatives Joe Harding and Stan McClain to answer any questions. Rusty Skinner will keep the board members apprised as new information develops.

Workforce Issues that are Important to Our Community

Al Jones asked about trends in turnover and the impact a \$15 minimum wage would have on the different industries, specifically retail, and communities. The committee discussed the effects of raising the minimum wage.

Industry Videos

Cory Weaver introduced the industry videos to the committee and welcomed the committee to view them. The videos were debuted at the recent Marion County Youth Expo, which was well attended by 1,400 high and middle schoolers. The videos were viewed over 1,500 times in their first few days.

PUBLIC COMMENT

None

ACTION ITEMS

None

PROJECT UPDATES

2021 State of the Workforce Conference

Dale French notified the committee that Blue Spark was selected as the virtual event planner for the Conference. We have also partnered with OHRMA to host the conference. The event is planned for April 22, 2021 from 8 am – noon. Registration is now open and event promotions have begun. Dale French and Rusty Skinner invited the committee members to share on social media and invite their colleagues to attend.

Metrix Online Learning Platforms

Cory Weaver shared details from the report, noting significant increases in all counties, due to the marketing campaign of the program. Rusty Skinner will be reaching out to the Ocala Housing Authority and to Citrus County schools to showcase the program and is optimistic about partnering with those agencies.

Marketing and Outreach Report

Laura Byrnes reviewed the Marketing report and the Moore campaign report on the Skill-Up program (attached to the minutes). She previewed the Skill-up page on the CLM website and detailed the SkillUp digital marketing campaign that resulted in the spike in registrations and went over the analytics. She also presented the website for the State of the Workforce Conference and how to register for the event. Invitations are available in print and digital versions for the committee, board and OHRMA as well as provided to the CEP for their conference promotion

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 10:13 a.m.

APPROVED:

CAREERSOURCE CITRUS LEVY MARION SKILLUP 1/04/21-2/08/21

The SkillUp campaign leveraged the Help is Here efforts by reinforcing the message that their local CareerSource is more than capable to help and provide resources for Career Seekers in Citrus Levy and Marion counties. To help raise awareness and encourage registration, Moore launched a multi-channel campaign targeting Career Seekers throughout these counties with Paid Search and Facebook/Instagram. Search was utilized to target career development related keywords and demographics, while both tactics retargeted those who had visited the Career Seeker pages from the CareerSource Florida statewide campaign and CareerSource Citrus Levy Marion landing page. The campaign exceeded the impression and click goals by more than 3X.

IMPRESSIONS

1,134,610

Total Impressions

Impressions Breakdown
by Channel

Facebook/Instagram

1,125,117

Paid Search (Google)

9,433

\$10.58
Cost per Thousand
Impressions (CPM)

\$20.05 CPM
Benchmark

**MOORE
EFFECT** 279%
Increase

TRAFFIC

9,383

Total Clicks

Clicks Breakdown
by Channel

Facebook/Instagram

8,659

Paid Search (Google)

724

0.77%
Click Rate (CTR)

0.07%
Click Rate (CTR)

KEY ENGAGEMENT

194

Total Registration Starts
(Paid* and non-paid)

Starts from Facebook Ads

141 registration starts*

Starts from Google Paid Search

48 registration starts*

*starts tracked Jan 25 – Feb 8th

**49 Clicks on Contact
Links (phone
number, etc.)**
78 Lead Submits

LANDING PAGE

<https://citruslevymarion.helpisherefl.com/job-help/>

1,115

Total Sessions

83% Facebook

14% Paid Search (Google)

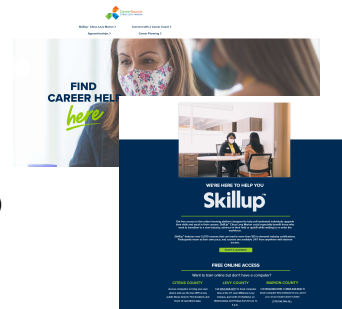
3% Organic Traffic

Facebook Ads

917 Sessions (web visits)

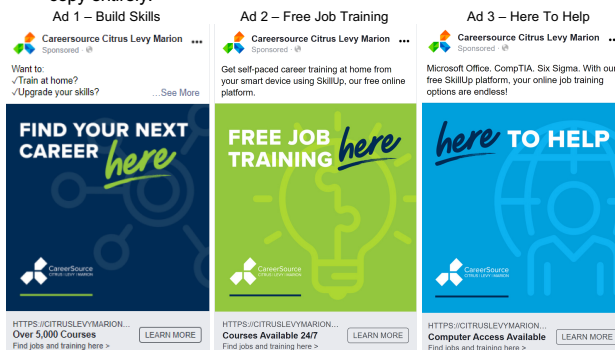
Google Ads

156 Sessions



TOP CREATIVE

- The top performing Facebook Creatives were Ad 2 – Free Job Training and Ad 3 – Here To Help, which drove 75% of impressions.
- These two creatives may have outperformed Ad 1 – Build Skills, because the users had to click "See More" on the post text to view copy entirely.



LEARNINGS & RECOMMENDATIONS

Our primary goal was to increase awareness of the Skillup program within the community. Strong performance of advertising delivered 3X more impressions than estimated.

Paid search, which has traditionally been a stronger driver of traffic with the career seeker audience, did not perform well due to low click-through rates. As a result, mid-campaign we diverted funds to the better performing Facebook channel.

Our secondary goal, to drive traffic to the campaign landing page, had mixed results. While a tracking issue early in campaign did hamper data collection, we did see visitors clicking through to the Skillup registration site. Interestingly we also saw a good number of leads submitted on the page.

Feedback that there were less completed registrations indicates that the audience captured is still in an awareness or best consideration stage and not yet ready to complete the registration. We recommend additional outreach – paid and non-paid – to continue the dialogue with the community now that a strong awareness campaign has been completed.