



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

## MARKETING AND OUTREACH COMMITTEE AGENDA

**Wednesday, May 26, 2021 – 9:00 a.m.**

**Zoom Meeting: <https://us02web.zoom.us/j/84457339756>**

**Phone No: 1-646-558-8656 (EST) Meeting ID: 844 5733 9756**

Call to Order		A. Jones
Roll Call		C. Schnettler
Approval of Minutes, February 24, 2021	Pages 2 - 4	A. Jones

### DISCUSSION ITEMS

State Update	R. Skinner
Workforce Issues that are Important to Our Community	R. Skinner
2021 State of the Workforce Conference	D. French

### PUBLIC COMMENT

### ACTION ITEMS

None

### PROJECT UPDATES

Youth Expos	Page 5	C. Weaver
Marketing and Outreach Report	TBD	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: 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:**

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## 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.

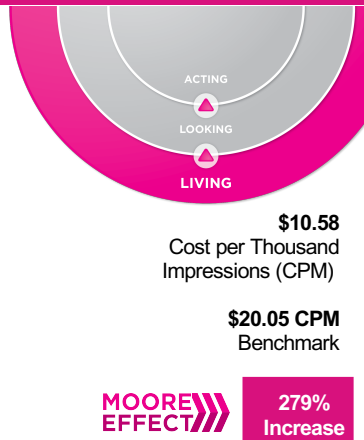
### IMPRESSIONS

**1,134,610**

Total Impressions

Impressions Breakdown by Channel

**Facebook/Instagram**  
1,125,117  
**Paid Search (Google)**  
9,433



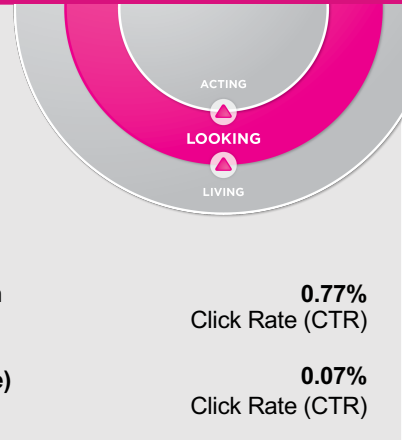
### TRAFFIC

**9,383**

Total Clicks

Clicks Breakdown by Channel

**Facebook/Instagram**  
8,659  
**Paid Search (Google)**  
724



### KEY ENGAGEMENT

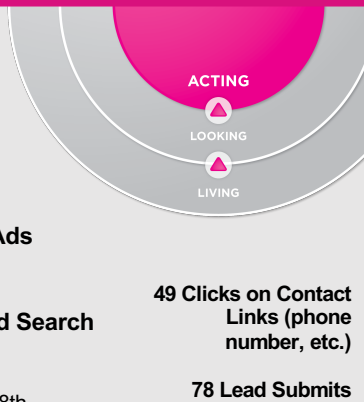
**194**

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



### LANDING PAGE

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

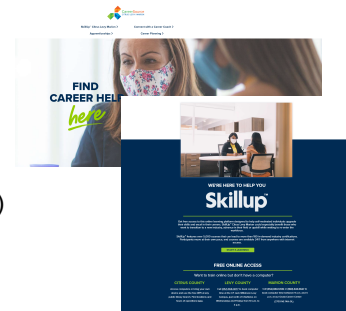
**1,115**

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.

Ad 1 – Build Skills

Want to:  
✓ Train at home?  
✓ Upgrade your skills?

[LEARN MORE](#)

Ad 2 – Free Job Training

Get self-paced career training at home from your smart device using SkillUp, our free online platform.

[LEARN MORE](#)

Ad 3 – Here To Help

Microsoft Office, CompTIA, Six Sigma. With our free SkillUp platform, your online job training options are endless!

[LEARN MORE](#)

### 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.



All three Youth Career Expos have been concluded. The feedback from the students, teachers, speakers, and contributors from all three counties has been nothing but positive! With the events being held virtually this year we have been able to have record numbers of attendees in all three counties.

All three events were available for viewing for 30 days after the date of each event.

Below is a summary for all three events:

### **Citrus Expo April 29<sup>th</sup> 10:00 am – 2:00 pm**

- Total Registrations: 383
- Total Attendees: 291 (compare to around 112 at the live events)
  - Students: 263 (includes students, teachers, and parents)
- Total Businesses/Schools: 28
- Cumulative Industry Tour/Speaker Video views: 46
- Survey Respondents: 94
- Survey Score: 4.2 out of 5

### **Levy Expo April 15<sup>th</sup> 10:00 am – 2:00 pm**

- Total Registrations: 520
- Total Attendees: 378 (compare to around 125 at the live events)
  - Students: 347 (includes students, teachers, and parents)
- Total Businesses/Schools: 31
- Cumulative Industry Tour/Speaker Video views: 548
- Survey Respondents: 159
- Survey Score: 4.4 out of 5

### **Marion Expo January 28<sup>th</sup> and 29<sup>th</sup> 10:00 am – 2:00 pm**

- Total Registrations: 1,699
- Total Attendees: 1,413 (compare to around 700-800 at the live events)
  - Students: 1,215
  - Teachers: 54
  - Parents: 29
  - Other: 115 (staff, partners, CTE reps from other districts)
- Total Businesses/Schools: 61
- Cumulative Industry Tour/Speaker Video views: 1,215
- Survey Respondents: 476
- Survey Score: 4.2 out of 5