



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

**MARKETING AND OUTREACH COMMITTEE
 AGENDA**

Wednesday, August 25, 2021 – 9:00 a.m.

Zoom Meeting: <https://us02web.zoom.us/j/81724020011>

Phone No: 1-646-558-8656 (EST) Meeting ID: 817 2402 0011

| | | |
|-----------------------------------|-------------|---------------|
| Call to Order | | A. Jones |
| Roll Call | | C. Schnettler |
| Approval of Minutes, May 26, 2021 | Pages 2 - 4 | A. Jones |

DISCUSSION ITEMS

| | | |
|--|--|------------|
| State Update | | R. Skinner |
| Workforce Issues that are Important to Our Community | | R. Skinner |
| 2022 State of the Workforce Conference | | D. French |

PUBLIC COMMENT

ACTION ITEMS

| | | |
|---------------------------------------|--------------|-------------------------|
| 2021-2022 Marketing and Outreach Plan | Pages 5 - 26 | L. Byrnes / D. Veenstra |
|---------------------------------------|--------------|-------------------------|

PROJECT UPDATES

| | | |
|-------------------------------|-----|-----------|
| Marketing and Outreach Report | TBD | L. Byrnes |
|-------------------------------|-----|-----------|

MATTERS FROM THE FLOOR

ADJOURNMENT

2021 – 2022 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 | |
| 8/10/2021 | 8/12/2021 | 8/19/2021 | 8/25/2021 | 9/1/2021 | 9/8/2021 | CF Levy |
| 11/9/2021 | 11/18/2021 11 am | 11/18/2021 | 11/17/2021 | 12/1/2021 | 12/8/2021 | CF Ocala |
| 2/8/2022 | 2/10/2022 | 2/17/2022 | 2/23/2022 | 3/2/2022 | 3/9/2022 | CF Lecanto |
| 5/10/2022 | 5/12/2022 | 5/19/2022 | 5/25/2022 | 6/1/2022 | 6/8/2022 | 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: May 26, 2021
PLACE: 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
Theresa Flick

MEMBERS ABSENT

Mike Melfi

OTHER ATTENDEES

Rusty Skinner, CSCLM
Dale French, CSCLM

Laura Byrnes, CSCLM
Cira Schnettler, 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

Kathy Judkins made a motion to approve the minutes from the February 24, 2021 meeting. Darlene Goddard seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update and Workforce Issues that are Important to the Community

Rusty Skinner notified the members that the work registration requirements will be lifted at the end of May and the Florida Department of Economic Opportunity announced it will end its participation in the \$300-per-week Federal Pandemic Unemployment Compensation program effective June 26. We expect to see an increase in traffic in our centers. We will be using a variety of promotions to communicate our services for job seekers and employers. We can assist employers by having applicants funnel through our system, decreasing the pressure off HR departments within our business community.

Rusty Skinner updated the committee regarding center operations. The Marion Center has been reduced to a two-week staff rotation from a three-week rotation. CLM administrative staff will be coming back to the office full-time beginning June 1. Potentially for all the centers, all telework and in-office rotations will end in July. There will be a conservative approach to staff returning to the centers as to keep staff and job seekers safe and healthy.

Rusty Skinner notified the committee that there was a decrease in state funding this year that will have an impact on the Communications budget. We will take an inventory of our internal marketing assets and develop a plan going forward.

Rusty Skinner explained to the committee that the Citrus County BOCC approved \$100,000 in funding for Citrus County businesses to hire Citrus County residents through the CARES Act. Of the \$100,000, \$30,000 is earmarked for child-care services that are pass-through funds from CLM and will be provided to the YMCA to provide childcare services

Darlene Goddard asked if employers were providing any feedback regarding the next State minimum wage hike. Dale French responded that many employers were already putting in place increased wages to bring in talent and will not be greatly impacted by the wage increase. Theresa Flick noted that for human and social services agency that receive State funding, the minimum wage adjustments are creating an extreme challenge for budgeting.

2021 State of the Workforce Conference

Dale French was happy to report that the first virtual State of the Workforce Conference was a success, with about 100 people attending. There is potential to do a hybrid conference in the future. The recording will be available for viewing. Darlene Goddard asked if the recording could be broken into sections by speaker and Laura Byrnes indicated that would be possible. Al Jones complimented everyone on their hard work on the event.

PUBLIC COMMENT

None

ACTION ITEMS

None

PROJECT UPDATES

Youth Expos

Dale French reviewed the outcomes of all three youth expos. They were very successful. Survey results were consistent for all three expos and positive feedback was received. Through the virtual platform more students were reached. Potentially, next year's expos will be a hybrid of in-person and virtual.

Marketing and Outreach Report

Laura Byrnes reviewed the Marketing report, noting, spikes in website views, the new RRR website, and the positive feedback received for the videos created by Danielle Veenstra for the youth expos. She also noted that due to budget cuts electronic media will be prioritized and she will reach out to her communications media partners to discuss future planning.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

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

APPROVED:



RECORD OF ACTION/APPROVAL

**Marketing and Outreach Committee
Thursday, August 25, 2021**

TOPIC/ISSUE:

Communications Strategy Plan

BACKGROUND:

The Communications Strategy Plan provides a communications structure for the marketing team to follow regarding upcoming events, projects, training, digital collateral, outreach and more. Due to budget cuts, the communications strategy has been updated with the necessary objectives and goals within the allotted budget and put into a draft plan for review.

POINTS OF CONSIDERATION:

The plan has three main objectives including increased website traffic, outreach to minority demographics and improved brand recognition. This new plan will provide the framework for the Communications and Marketing team to focus on during the upcoming year.

STAFF RECOMMENDATIONS:

Staff requests the approval of Communications Strategy Plan.

COMMITTEE ACTION:

BOARD ACTION:



Communications Strategy

2021 - 2022



OUTLINE

KEY DISCUSSION POINTS

Goals and Objectives

Audience

Types of Content

Workflow for Events

Upcoming Events

Upcoming Projects

What it all looks like

CAREERSOURCE CLM

GOALS AND OBJECTIVES

FOR THE NEXT 12-24 MONTHS*

*ASSUMES NO MARKETING BUDGET FOR FY22



GOALS

1. RAISE TRAFFIC TO WEBSITE TO 6K VISITS PER MONTH

Currently, averaging 4.2k per month

2. INCREASE VISIBILITY TO MINORITY POPULATIONS

Hispanic/LatinX outreach efforts under way, require additional discussion for other target populations, i.e. youth, seniors, disabled, offenders, African American.

3. ENHANCE BRAND RECOGNITION BY 5-10%

The benchmark for these numbers will be pulled from increase in earned, shared, and owned media

GOAL 1

OBJECTIVES

- Continue to clean up website of outdated information and links
- Strive to make pages user friendly
- Create an area for new content such as podcasts, blog posts, and success stories
- SEO optimization (links, copy, etc)



Raise website traffic to 6k per month

GOAL 2

OBJECTIVES

- Create webpage all in Spanish (i.e. CS Central FL)
- Revise procedure for outreach material editing/creation
- Build/enhance relationships with Hispanic media, businesses, nonprofits, and other audiences

Increase visibility to minority populations



GOAL 3

OBJECTIVES

- Testimonials
- Success Stories
- Employee Profiles
- Speaker's Bureau
- Story pitches
- Blog posts (SEO)



Boost brand recognition by 5-10%

OUR AUDIENCE

WHO AND WHERE

Candidates

- Facebook/Groups/Live
- Twitter
- Career Centers/Public Places
- Website
- Earned Media

Businesses

- LinkedIn
- Podcasts/Live
- Chambers/Partnerships
- Website
- Earned Media



SOCIAL MEDIA

CURRENT ENGAGEMENT



Followers: 2,365
Engagement: 21%



Followers: 590
Engagement: 8%



Followers: 897
Engagement: 2.6%



Followers: 332
Engagement: 4%

Note: this is a snapshot of engagement and subject to change; also basis of engagement rates varies by platform, with 1% generally considered excellent

NO NEW SOCIAL MEDIA CHANNELS - FOCUS ON THESE

TYPES OF CONTENT

OLD AND NEW

- Blog (staff contributions)
- Curation from local and national thought leaders
- Videos
- Testimonials and Success Stories
- Event Teasers
- Live
- Podcast
- Photography
- Long Form Articles



WORKFLOW

PROPOSED TIMELINE

STAGE 1

Planning

Coordinating with
BDMs/BDCs, management,
and Communications

STAGE 2

Creation

Graphics/Fliers/Videos/
Blogs/Posts
Pitching ideas to Outlets

STAGE 3

Pushing

Email Campaign
Boosting Posts
Video Teasers
Live FB/Insta

KNOWN UPCOMING EVENTS:



MANUFACTURING AND LOGISTICS

October



PAYCHECKS 4 PATRIOTS

November



YOUTH CAREER EXPOS 2022

January - March

KNOWN UPCOMING EVENTS:



SOTW

January (TBD)



YOUTH JOB FAIR

May (TBD)



PHOENIX RISING

August-January

OTHERS TBA

In-person and Virtual

PLANNED PROJECTS



SPEAKER'S BUREAU

- Create CLM Speaker's group
- Reach out to Chambers and Partners for speaking events
- Promote via traditional and social outlets
- Create/Update Speeches and PPTs about targeted programs

BIZ SHOWCASE

- Promote via social and website
- Promote and schedule Facebook viewing parties
- Go Live and Record
- Use audio for podcasts
- Create a space on website

TESTIMONIALS

Schedule and record:

- Candidates at the centers
- Candidates/Youth Success
- Business Testimonials
- Board members

PLANNED PROJECTS



SOFT SKILLS VIDEOS

- TC, CF and CLM teaming up to create short soft skill videos
- Prepare scripts in collaboration
- Shoot/produce video
- Disseminate and promote

EMAIL LEADS

- Create pop up forms on targeted pages on the website to curate a list of candidates emails for events and daily job report

TRAINING

- Biz Team on speaker's skills
- Jobs352 and TC social media
- Brainstorming with staff for ideas that will make the customer experience faster and easier
- Brand awareness/assets
- Crisis communications (*TBD*)

ONGOING

SOCIAL MEDIA

Every social channel should be given 1 hour per day to grow

3 channels = 3 hours

GRAPHICS/ VIDEO

New graphics and videos can take anywhere from 2 - 8 hours to finish. Sometimes longer.

OUTREACH TO OUTLETS

Creating story pitches, writing news releases, cultivating media relations can take weeks.

NEEDED \$545-835

Microphones (2-3)
Foam Board Sign
Laptop
(Connection with Z Drive?)

ONGOING

TALENT PIPELINE

Continue to work with Biz Team to recruit businesses and coordinate logistics

WEBSITE

Continue to update and ensure plugins and platform are current; oversee consultant

COLLATERAL MATERIAL

Design and/or edit materials and/or templates as needed; provide outreach and training to staff

RESEARCH TRAINING

Continually seek opportunities to improve skills, contribute new information, and scan the environment

Projects and Events



Manufacturing and Logistics

Paychecks for Patriots

SOTW 2022

Grad Job Fair

Soft Skills Videos

Email Lead Generation

Speakers Bureau

Business Showcase

Testimonials

Sept.

Oct.

Nov.

Dec.

Jan.

Feb.

March

April

May

June

Ongoing

Ongoing

Ongoing

Ongoing

VISION

**MAKING OUR
REGION STRONG,
ONE JOB AT A TIME**



MARKETING TEAM

ADD COMMS TO THE CONVERSATION



LAURA BYRNES

Director of Communications



DANIELLE VEENSTRA

Digital Marketing Manager



Thoughts?

Do our goals align?
What needs tweaking?