



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

MINUTES

DATE: November 17, 2021
PLACE: College of Central Florida, Enterprise Center
TIME: 9:00 a.m.

MEMBERS PRESENT

Albert Jones, Chair
Carl Flanagan
Darlene Goddard
John Murphy
Theresa Flick

MEMBERS ABSENT

Kathy Judkins

OTHER ATTENDEES

Dale French, CSCLM
Cory Weaver, CSCLM
Cindy LeCouris, CSCLM

Laura Byrnes, CSCLM
Cira Schnettler, CSCLM

CALL TO ORDER

The meeting was called to order by Al Jones, Chair at 9:19 a.m.

ROLL CALL

Cira Schnettler called roll and a quorum was declared present.

APPROVAL OF MINUTES

Darlene Goddard made a motion to approve the minutes from the August 25, 2021 meeting. Theresa Flick seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

In Rusty Skinner's absence, Dale French updated the committee on the following items:

- Funding has been approved by the State to implement additional security measures in the career centers. At the time, this funding was requested due to a need for armed security. The need for armed security is no longer crucial. To utilize these funds in a proactive way, each center will be assessed to identify permanent upgrade security needs like, panic buttons, camera systems, and buttons that can immediately lock the doors.

- The State will be providing special cameras to enhance ease of use with the 2-step verification process using the ID.me system.

Workforce Issues that are Important to Our Community

Al Jones asked if issues with turnover were being researched. Cory said she could provide data regarding county and industry turnover to the committee.

2022 State of the Workforce Conference

Dale French explained to the committee that we will be partnering with OHRMA and MRMA on the 2022 Conference. The title of the conference is the Art of HR. The in-person conference will be held on January 18 at the World Equestrian Center. The conference committee has developed sponsorship packets, which will be distributed to community partners and board members.

eImpact

Dale French and Cory Weaver reviewed the dashboard. The new dashboard can be found on the CLM website through links in the Quick Links section and the top header tabs. The dashboard provides statistical data reports for labor market information within the region and CLM performance accountability.

Podcast Brainstorm

Al Jones proposed that the December podcast focus on the Art of HR Conference. The committee discussed highlighting apprenticeship programs for a future podcast. The committee also recommended that the full board be given the opportunity to provide additional suggestions.

PUBLIC COMMENT

None

ACTION ITEMS

None

PROJECT UPDATES

Marketing and Outreach Report

Laura Byrnes explained that the report has been revamped and is now crafted to align with the new goals presented at the last meeting. She highlighted several items from the report and shared a testimonial video.

MATTERS FROM THE FLOOR

John Murphy congratulated Cory Weaver on an excellent presentation that she recently provided at a Citrus County Chamber luncheon.

ADJOURNMENT

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

APPROVED:
