



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

## MARKETING AND OUTREACH COMMITTEE AGENDA

Wednesday, November 17, 2021 – 9:00 a.m.

Zoom Meeting: <https://us02web.zoom.us/j/84571885405>

Phone No: 1-646-558-8656 (EST) Meeting ID: 845 7188 5405

Call to Order	A. Jones
Roll Call	C. Schnettler
Approval of Minutes, August 25, 2021	A. Jones

Pages 2 - 3

### DISCUSSION ITEMS

State Update	R. Skinner
Workforce Issues that are Important to Our Community	R. Skinner
2022 State of the Workforce Conference	D. French
eImpact	D. French
Podcast Brainstorm	L. Byrnes

Page 4

Page 5

### PUBLIC COMMENT

### ACTION ITEMS

None

### PROJECT UPDATES

Marketing and Outreach Report	Pages 6 - 7	L. Byrnes
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### 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: August 25, 2021  
PLACE: Zoom Only  
TIME: 9:00 a.m.

**MEMBERS PRESENT**

Albert Jones, Chair  
Carl Flanagan  
John Murphy  
Kathy Judkins  
Theresa Flick

**MEMBERS ABSENT**

Darlene Goddard

**OTHER ATTENDEES**

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

Danielle Veenstra, CSCLM  
Cira Schnettler, CSCLM

**CALL TO ORDER**

The meeting was called to order by Al Jones, Chair at 9:02a.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 May 26, 2021 meeting.  
Carl Flanagan seconded the motion. Motion carried.

**DISCUSSION ITEMS**

**State Update**

**Workforce Issues that are Important to Our Community**

Rusty Skinner updated the committee on the following items:

- DEO has requested input from the State Association regarding aspects of Bill 1507 that may have legal conflicts if implemented. Input is being gathered and a list is being generated for potential problematic areas in the Bill. One specific item is the holdback on a 10% ITA payment.
- On a positive note, the performance requirements for agencies eligible for the training provider list is less than our current requirements. We should not have

any issues with additions to the training provider list.

#### 2022 State of the Workforce Conference

Dale French explained to the committee that we will be partnering with OHRMA on the 2022 Conference. We joined forces on the 2021 Conference and learned that they also hold a similar conference in January. Instead of having competing events a few months apart we will mix our content with their content and have really effective event for attendees. The event is planned in-person. The 2021 virtual conference did not have the attendance numbers that the 2019 in-person had, so we are hopeful that attendance will be increased for 2022. Committee members were positive about the joint effort.

#### **PUBLIC COMMENT**

None

#### **ACTION ITEMS**

##### 2021-2022 Marketing and Outreach Plan

Danielle Veenstra reviewed the plan and highlighted a variety of strategies that will be put in place as adjustments are made due to funding decreases. Committee members commended Laura Byrnes and Danielle Veenstra on their hard work creating the plan. Kathy Judkins made a motion to approve the 2021-2022 Marketing and Outreach plan. Carl Flanagan seconded the motion. Motion carried.

#### **PROJECT UPDATES**

##### Marketing and Outreach Report

Dale French notified the committee that the report is being evaluated and will be revised. He welcomed any comments or feedback that members would like to see included in the reports.

#### **MATTERS FROM THE FLOOR**

None

#### **ADJOURNMENT**

There being no further business, the meeting was adjourned at 9:49 a.m.

#### **APPROVED:**

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### **CareerSource CLM's LMI Dashboard Link**

<https://career-source-clm.eimpactv2.report/reports/view/6176e9c0b0d02f003867552d>



## **Podcast Discussion**

Here is the link to the podcast page

<https://careersourceclm.com/biz-spot/>

# OUTREACH COMMITTEE REPORT | NOV. 17, 2021

## STRATEGIC COMMUNICATIONS GOALS FY22

### Raise Traffic to Website from 4.5K to 6K visits per month (+33%)

- Three-month average of site visitors 5.2K/month (+15.5%)
- Pageviews 136,819; unique pageviews 54,348
- New Content: Podcasts; Success Stories in progress
- All efforts to make site up-to-date and user-friendly continue
- eImpact Workforce Data and Performance Monitoring dashboards added
- Updates also to Talent Center site (migration from Akken to CEIPAL complete; refresh of home page and site content edits in progress)

### Increase Visibility to Diverse Populations

- Build/Enhance Relationships with Hispanic media, businesses, nonprofits and others
  - Outreach to Hispanic Media (added Hola Central Florida and El Anunciante Florida, and stations WIEB 102.9, WJND 100.7 and WJRN 95.9 (all LPFMs) to distribution list which already includes Telemundo, Entravision and Univision); meeting with Hola editor/founder Andrea Benitez
  - Requested data on minority populations served/gaps in service
  - Organizing staff Hispanic Advisory Panel to help guide communications efforts
- Working with/training staff interested in outreach to Hispanic audiences via Speechcraft (accelerated Toastmasters) program as part of Speaker's Bureau
- Integrating content for diverse audiences in podcasts and Success Stories
- Revise procedure for outreach material editing/creation (pending guidance of panel)
- Create webpage in Spanish (status pending). Note: currently have Google Translate on site; Google Analytics shows 45 Spanish speakers in last three months (0.003%)

### Enhance Brand Recognition

- Testimonials and Success Stories – working with Career Coaches and Business Development team to identify (focusing on diverse populations across spectrum of services, i.e. Talent Center, Barriers to Employment, Hispanic, Youth, Older Workers)
- Speaker's Bureau planned relaunch in January 2022
  - Speechcraft accelerated Toastmasters International program currently working with eight staff with goal of amplifying the CareerSource CLM story (includes, but not limited to, Hispanic, veterans, and barriers outreach)
  - Updating presentations and materials for Speaker's Bureau launched in January 2020 (in progress)
  - Next Steps: Roll Out Promotion Campaign to include website Speaker Request Form,

Speaker's Team Scheduler/Calendar; News Release and Social Media; Training/Orientation for staff in January 2022

- Podcasts – Launched the monthly Biz Spot in September. 217 downloads of first two episodes, the third episode is scheduled to drop on Nov. 24
- WCLM Live Business Showcase – reprised our popular program highlighting businesses, unique corporate culture, job opening, what they look for in an ideal candidate. It is produced in-house and “airs” via Facebook Live (and is also published to our social media channels and on our website). Tracking Facebook views as of Nov. 8, the Encompass Health (10/3) and Winco, Mfg., (11/3) programs had organic reach of 619 and 435 views for a total of 710 minutes viewed (nearly 12 hours), and engagement of 206 (94 Likes, Comments and/or Shares plus 112 Total post Clicks).
- Email Leads – popup forms added to website on targeted pages, curating candidates' emails for events and daily jobs reports. Currently have 258 subscribers.

## ONGOING / UPCOMING / OTHER PROJECTS

**Job Fairs/Expos** – Paychecks for Patriots (Nov. 10); Manufacturing and Logistics (students only); Marion County Youth Career Expos (Jan. 27-28) in-person; Citrus County Virtual Youth Career Expo (February); Levy County Youth Career Expo (March) in-person; Grad Job Fair TBD (May)

**State of the Workforce/OHRMA Conference** – Jan. 18, 2022 (communications support)

### Virtual Event Platform Review and Selection

Phoenix Rising YouthBuild – Wall raising, graduation

Story Pitches/News Releases/Media Requests – Monthly jobs report, programs/services

**Videos** – Soft Skills for Talent Center in partnership with College of Central Florida; career awareness/talent pipeline; workshops; and others.

Collateral – Hiring Event flier templates redesigned via Canva for Nonprofits to ensure ease of use by Business Development, Talent Center and Jobs352 teams, as well as collaboration, editing and approval. Provide ongoing support for creation of materials. Working with Business Team on Rapid Response materials

Recruitment/Training – SkillUp, 180Skills, 3Rs Business services microsite, possible Geofencing for Lockheed Martin

Other Outreach on behalf of CSCLM – Strategic communications planning (Marion County Community Foundation); Canva for Nonprofits (Nonprofit Business Council); and City of Ocala Racial Harmony and Cultural Awareness Task Force