



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

MARKETING AND OUTREACH COMMITTEE AGENDA

Wednesday, February 23, 2022 – 9:00 a.m.

Zoom Meeting: <https://us02web.zoom.us/j/84589290553>

Phone No: 1-646-558-8656 (EST) Meeting ID: 845 8929 0553

Call to Order		A. Jones
Roll Call		C. Schnettler
Approval of Minutes, November 17, 2021	Pages 2 - 3	A. Jones

DISCUSSION ITEMS

State Update	Pages 4 - 12	R. Skinner
Workforce Issues that are Important to Our Community		R. Skinner
2022 State of the Workforce Conference		D. French
Geofencing		D. French
Staffing Firm		R. Skinner

PUBLIC COMMENT

ACTION ITEMS

None

PROJECT UPDATES

Marketing and Outreach Report	Pages 13 – 14	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: 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:

Cira Schnettler

From: Rusty Skinner
Sent: Wednesday, January 26, 2022 9:47 AM
To: Albert Jones; Brandon Whiteman (bwhiteman@benefit-advisors.com); Charles J. Harris Jr.; Cira Schnettler; Cory Weaver; Dale French; Fred Morgan; Katie Stevens; Kim Baxley; Pete Beasley; Rachel Riley; Rachel Riley - Personal; Robert Stermer; Rusty Skinner; Ted Knight; Yvette Wilson
Subject: State

There have been several inquiries within the past few weeks by DEO at the request of the Legislature: how long has the CEO been in his/her position; salaries of the top 6 staff; and last week, validation on expenditure and performance information (will send several emails/responses separately).

In talking with Marti Colley Eubanks today, she sees something being pushed by Rep. Latvala's Committee in the House. The Senate appears to be taking a "let's see" attitude. She has nothing definite, but is concerned that the recenet data/information requests are being used in some fashion.

I will keep you posted

Rusty

Rusty Skinner

Chief Executive Officer
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Visit us at one of our 3 locations:
[Locations and Office Hours](#)

Cira Schnettler

From: Rusty Skinner
Sent: Wednesday, January 26, 2022 9:51 AM
To: Albert Jones; Brandon Whiteman (bwhiteman@benefit-advisors.com); Charles J. Harris Jr.; Cira Schnettler; Cory Weaver; Dale French; Fred Morgan; Katie Stevens; Kim Baxley; Pete Beasley; Rachel Riley; Rachel Riley - Personal; Robert Stermer; Rusty Skinner; Ted Knight; Yvette Wilson
Subject: FW: Legislative Data Request

From: Rusty Skinner
Sent: Saturday, January 22, 2022 7:19 AM
To: Penn, Casey <casey.penn@deo.myflorida.com>; Caroline.Womack@deo.myflorida.com' <caroline.womack@deo.myflorida.com>
Cc: Dale French <dfrench@careersourceclm.com>; Cory Weaver <cweaver@careersourceclm.com>; Richard Williams <richard.williams@careersourcechipola.com>; Bruce Ferguson (bferguson@careersourcenortheastflorida.com) <bferguson@careersourcenortheastflorida.com>; Kim Bodine <kbodine@careersourcegc.com>; 'Brian Bauer' <bbauer@careersourcerc.com>; Diane Head (Diane.Head@CareerSourceNorthFlorida.com) (Diane.Head@CareerSourceNorthFlorida.com) <Diane.Head@CareerSourceNorthFlorida.com>; Jim McShane <Jim.McShane@careersourcecapitalregion.com>; Kim Bodine (kbodine@r4careersourcegc.com) <kbodine@r4careersourcegc.com>; Robin King (robinking@careersourcefv.com) <robinking@careersourcefv.com>; Stacy Campbell-Domineck (stacy.campbell-domineck@careersourcepolk.com) <stacy.campbell-domineck@careersourcepolk.com>; Ted Ehrlichman (TEhrlichman@careersourcesc.com) <TEhrlichman@careersourcesc.com>
Subject: Legislative Data Request

Again, thank you for your time yesterday. Following up my email of yesterday, I felt it important to review some of the concerns that I raised.

The data requested by the Legislature does not fully convey the work that we have done over the period. I appreciate that you have conveyed that to those seeking the data.

- Not all sources of funds and performance is listed
 - WT, SNAP, NEG and TAA, to name a few are missing. The reason that these and other local funds should be included is that often our base grants provide services initially, but customers are actually enrolled in other grants and their performance outcomes are in these programs.
- There is no ability to discern the tremendous work that our system did in supporting the RA system.
 - The distribution of paper applications.
 - Entering those applications into the system- we had 15 staff assigned.
 - Handling calls and assisting customers with their RA claims and problems.
 - Providing in-person and virtual services to these customers
- There is no information on those EF customers who either visited our center, called or were assisted virtually that did not fully enroll in EF
 - These customers were assisted virtually and in-person throughout the periods.
- There is no data on our Employer Services teams

- Our outreach to businesses as they reduced staff was a critical service.
- Screening and entering job orders into the system is not accounted for in the data.
- The quality of our services as measured by repeat business engagement is an important metric of our value to employers.

The following represents information that we have collected :

Program Year	Reportable Individuals	Report Data
20-21	6,631	1,342
19-20	10,115	2,689
18-19	9,348	4,465
	Center Traffic	% RA
20-21	20,475	52%
19-20	24,055	14%
18-19	36,586	8.8%

During these periods we staffed as follows:

April 2020- Closed to in-person services, staff began remote work.

July 2020- June 2021-staff continued remote, with teams rotating to provide services to scheduled and walk-in customers. Security guards in place from July through December 2020.

July 2021- present centers are fully staffed for in-person services, limited staff provide virtual services as an accommodation.

Our system supported RA without additional funds. The staff costs for this effort was charged, in our region, against WIOA Adult and Dislocated worker grants. In our case, these funds came from direct customer services such as training and support since few people, because of the work registration waiver, were seeking any services other than assistance with their RA claims. Understand that I fully supported this work to assist our citizens and DEO. I am merely referencing this to highlight why our costs are distorted.

I also understand that you must provide the data in the format that the legislature requested. I do not believe that would prohibit submitting a supplemental spreadsheet such as I suggested yesterday.

I also believe that the information sought places added weight behind the request that regions have been making for at least four years that DDEO develop a system or process that will account for assistance we provide to customers who do not complete a full registration, but gain access to our services, remotely or in-person. It is understood that these services are not federally reportable, but they are an essential measure of our services and therefore performance to our residents.

Thank you again

Rusty

Rusty Skinner

Chief Executive Officer

CareerSource Citrus Levy Marion

3003 SW College Road, Suite 205

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Subject: FW: Data clarification

From: Rusty Skinner
Sent: Friday, January 21, 2022 4:59 PM
To: Penn, Casey <casey.penn@deo.myflorida.com>
Cc: 'Brian Bauer' <bbauer@careersourcerc.com>; Diane Head (Diane.Head@CareerSourceNorthFlorida.com) (Diane.Head@CareerSourceNorthFlorida.com) <Diane.Head@CareerSourceNorthFlorida.com>; Jim McShane <Jim.McShane@careersourcecapitalregion.com>; Kim Bodine (kbodine@r4careersourcegc.com) <kbodine@r4careersourcegc.com>; Robin King (robinking@careersourcefv.com) <robinking@careersourcefv.com>; Stacy Campbell-Domineck (stacy.campbell-domineck@careersourcepolk.com) <stacy.campbell-domineck@careersourcepolk.com>; Ted Ehrlichman (TEhrlichman@careersourcesc.com) <TEhrlichman@careersourcesc.com>
Subject: Data clarification

Thank you for your time today.

As a suggestion, I think that providing a supplemental spreadsheet, placing their data request in context with the performance information we discussed today that was lacking would be very beneficial. We should give them what they ask for but place it into the real world context. In addition to the time and effort we did with RA, WT and SNAP should also be presented. There was also no mention of business services (9169 report) Comparisons of the number of job orders placed is also a major activity that our staff perform. Please give this some thought. I am not suggesting that this supplemental be sent with the data that they asked for, but that it be prepared for later submittal. I will be doing this to the extent that we can access the data for presentation to my legislators as I feel that it reflect the hard work that my staff has done for the period in question

Rusty Skinner

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	Year	Local Workforce Development Board	# Served	Career Services Expenditures	Training Expenditures	Admin	Total Cost to Serve (includes Admin)	Total cost per Participant
Descriptions		CareerSource Citrus Levy Marion / CITRUS,LEVY,MARIO N	Total Individuals Served				Total Cost to Serve individuals in Column D	
ADULTS	2020-21		269	\$ 842,823	\$ 232,452	\$ 153,523	\$ 1,228,798	\$ 4,568
	2019-20		336	\$ 1,010,233	\$ 295,344	\$ 153,578	\$ 1,459,155	\$ 4,343
	2018-19		303	\$ 955,927	\$ 251,496	\$ 129,282	\$ 1,336,704	\$ 4,412
DISLOCATED WORKERS	2020-21		8	\$ 673,556	\$ 12,342	\$ 93,656	\$ 779,554	\$ 97,444
	2019-20		8	\$ 830,877	\$ -	\$ 107,785	\$ 938,662	\$ 117,333
	2018-19		12	\$ 1,095,825	\$ 10,866	\$ 110,908	\$ 1,217,599	\$ 101,467
YOUTH	2020-21		188	\$ 1,729,914	\$ 44,858	\$ 115,199	\$ 1,889,972	\$ 10,053
	2019-20		211	\$ 1,200,781	\$ 62,285	\$ 31,554	\$ 1,294,620	\$ 6,136
	2018-19		210	\$ 1,304,835	\$ -	\$ 19,299	\$ 1,324,134	\$ 6,305
WAGNER PEYSER	2020-21		1342	\$ 469,483	\$ -	\$ 19,600	\$ 489,082	\$ 364
	2019-20		2689	\$ 621,210	\$ -	\$ 29,096	\$ 650,306	\$ 242
	2018-19		4465	\$ 603,218	\$ -	\$ 17,604	\$ 620,822	\$ 139

		Participants Served		Cost Per Participant Served	
	Year	Career Services	Trainig Services	Career Services	Trainig Services
<i>Descriptions</i>		<i>Total from Column D Served</i>	<i>Total from Column D Served</i>		
ADULTS	2020-21	269	252	\$ 3,133	\$ 922
	2019-20	336	312	\$ 3,007	\$ 947
	2018-19	303	272	\$ 3,155	\$ 925
DISLOCATED WORKERS	2020-21	8	6	\$ 84,195	\$ 2,057
	2019-20	8	5	\$ 103,860	\$ -
	2018-19	12	7	\$ 91,319	\$ 1,552
YOUTH	2020-21	188	188	\$ 9,202	\$ 239
	2019-20	211	211	\$ 5,691	\$ 295
	2018-19	210	210	\$ 6,214	\$ -
WAGNER PEYSER	2020-21	1342	210	\$ 350	\$ -
	2019-20	2689	277	\$ 231	\$ -
	2018-19	4465	302	\$ 135	\$ -

	Year	% of Participants who Exited Program and are Employed as of the 1st quarter after they exited the program.	% of Participants who Exited Program and are not Employed as of the 1st quarter after they exited the program.	% of Participants who Did not Exit and are Continuing to Receive Services and are Employed during Participation (1st Quarter after participation start)	% of Participants who Did not Exit and are Continuing to Receive Services and are NOT Employed during Participation (1st quarter after participation start)
<i>Descriptions</i>		<i>(Based off of Column D Participants)</i>			
ADULTS	2020-21	50.8	13.6	31.4	4.2
	2019-20	32.9	6.0	55.6	5.4
	2018-19	43.9	4.5	44.3	7.4
DISLOCATED WORKERS	2020-21	12.5	0.0	75.0	12.5
	2019-20	37.5	25.0	25.0	12.5
	2018-19	42.9	0.0	42.9	14.3
YOUTH	2020-21	19.2	16.5	46.3	18.1
	2019-20	35.6	13.3	34.1	17.1
	2018-19	30.5	10.0	47.6	11.9
WAGNER PEYSER	2020-21	38.5	30.5	26.5	4.6
	2019-20	55.0	29.4	13.3	2.4
	2018-19	59.4	22.6	15.9	2.0

					Demographic Data For Participants Served					
	Year	Annual Median Participant Wage	% Exited	% Continuing Services	% Male	% Female	% American Indian/ Alaska Native	% Asian	% Black/African American	% Hispanic/Latino
<i>Descriptions</i>		<i>(Median Wage for those in Column D)</i>	<i>% of Participants from Column D that exited</i>	<i>% of Participants from Column D that Continue to Receive Services</i>	<i>Demo Data for Participants Served in Column D</i>					
ADULTS	2020-21	\$ 6,242	61.0	39.0	48.7	51.3	1.1	2.2	39.0	10.8
	2019-20	\$ 4,803	26.5	73.5	38.7	61.3	0.9	1.5	38.4	12.8
	2018-19	\$ 5,237	58.1	41.9	35.6	64.4	1.0	1.0	32.7	13.5
DISLOCATED WORKERS	2020-21	\$ 1,692	12.5	87.5	75.0	25.0	0.0	0.0	25.0	37.5
	2019-20	\$ 6,229	62.5	37.5	62.5	37.5	0.0	0.0	12.5	50.0
	2018-19	\$ 4,526	33.3	66.7	58.3	41.7	0.0	0.0	8.3	50.0
YOUTH	2020-21	\$ 1,980	35.6	64.4	57.4	42.6	1.6	1.1	25.0	19.7
	2019-20	\$ 1,691	48.8	51.2	52.6	47.4	2.8	1.4	24.6	22.3
	2018-19	\$ 2,275	40.5	59.5	52.4	47.6	1.0	0.5	20.5	21.0
WAGNER PEYSER	2020-21	\$ 3,801	69.0	31.0	49.6	50.3	0.7	1.5	26.5	15.8
	2019-20	\$ 3,961	84.3	15.7	49.7	50.2	1.4	1.0	31.5	17.3
	2018-19	\$ 4,502	82.0	18.0	46.5	53.3	1.5	0.7	28.8	15.7

	Year	% Native Hawaiian/ Pacific Islander	% White	% More than One Race
<i>Descriptions</i>				
ADULTS	2020-21	0.7	54.6	2.2
	2019-20	0.6	53.9	1.8
	2018-19	0.0	61.4	2.3
DISLOCATED WORKERS	2020-21	0.0	62.5	0.0
	2019-20	0.0	62.5	0.0
	2018-19	0.0	75.0	0.0
YOUTH	2020-21	0.0	71.3	4.8
	2019-20	0.0	69.2	4.3
	2018-19	0.0	76.2	3.8
WAGNER PEYSER	2020-21	0.7	62.7	1.2
	2019-20	0.4	58.0	1.4
	2018-19	0.4	60.6	1.7

OUTREACH COMMITTEE REPORT | FEB. 23, 2022

PROGRESS ON STRATEGIC COMMUNICATIONS GOALS FY22

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

- Three-month average of site visitors 4.7K/month (-0.5 percentage point)
- Last 28 Days Snapshot: 1 Day Active Users 355; 7 Day Active Users 1,124; 14 Day Active Users 2,394; 28 Day Active Users 4,814
- Pageviews 93,137 (down from 136,819), 21,342 sessions per user
- 4.36 pages / session
- Bounce rate 2.93%
- elImpact Workforce Data and Performance Monitoring dashboards added (unable to track)

Enhance Brand Recognition

- **Podcasts** (September, October, and November 2021 and January 2022) downloads to date: 338, does not include stats for the fifth episode scheduled to drop on Feb. 17.
- **WCLM Live Business Showcase** – Since the last report, the showcases have had organic reach of 1,331, 499 unique views, 311 reactions/comments/shares and an additional 639 minutes (10.65 hours) of views.
- **Email Leads** – popup forms added to website on targeted pages, curating candidates' emails for events and daily jobs reports. Currently have nearly 500 subscribers (+94%).
- **Testimonials and Success Stories** 3QTR Priority
- **Focus on Candidates Outreach**
- **Speaker's Bureau** relaunch in Spring 2022
 - Completed first cohort of Toastmasters International's accelerated Speechcraft program (eight participants, five went on to join the Ocala Noon TM Club which now meets at the Enterprise Center). Goal is to amplify the CareerSource CLM mission.
 - Second class targeted to begin in April (have wait list of 10 which is class size max).
 - Refreshing presentations and materials for Speaker's Bureau launched in January 2020; Note: Nonprofit Business Council and Community Foundation presentations set for March 8 and March 15.
 - 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 late winter/early spring 2022.

KEY PROJECTS

Art of HR/State of the Workforce – Jan. 18, 2022 (news release, social media promotion, customized outreach, logo and collateral design, signage, promo video, script, minute-by-minute run of show, program slides for all screens, panel moderator, photography)

Geofencing Campaign / Lockheed Martin Apprenticeship Set up three-month campaign through the North Florida Media Group, secured funding for campaign from the Institute for

American Apprenticeship (IAA), working with Moore Communications to develop/launch landing page and design native ads (planned to do in-house, but learned in January that there are limited marketing co-op funds available for competitive project grants which we have applied for.

Job Fairs – Career Connection Dec. 8, 2021, in partnership with Florida Rep. Valarie Hayes-Hinson and Ocala City Councilman Ire Bethea, Jr., at CF's Hampton Campus (news release, social, used last of placed media products; CDL Community Job Fair, Jan. 12, in partnership with MCPS.

Youth Career Expos – Marion County Youth Career Expos (Jan. 27-28) in-person; Citrus County Virtual Youth Career Expo (Feb. 9); Levy County Youth Career Expo (March 10) in-person; Youth Career/Job Fair (April 21)

Story Pitches/News Releases/Media Requests – Labor Force Participation (Star-Banner), Transportation Industry Sector (Star-Banner), Future Labor Needs (Leesburg Commercial), Employment Needs (TV 20); monthly jobs reports, conference, job fairs.

Videos – Completed production of Soft Skills training video for Talent Center in partnership with College of Central Florida.

Phoenix Rising YouthBuild – Graduation (Jan. 13)

Close Out / Manage Final Placements of Media Contracts

Other Outreach on behalf of CSCLM – City of Ocala Racial Harmony and Cultural Awareness Task Force; University of South Florida MUMA College of Business Diversity, Equity and Inclusion in the Workplace Certificate; Pace Center for Girls board of directors.