



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

**MINUTES**

DATE: February 23, 2022  
PLACE: College of Central Florida, Enterprise Center  
TIME: 9:00 a.m.

**MEMBERS PRESENT**

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

**MEMBERS ABSENT**

**OTHER ATTENDEES**

Dale French, CSCLM  
Cory Weaver, 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 November 17, 2021 meeting. Darlene Goddard seconded the motion. Motion carried.

**DISCUSSION ITEMS**

**State Update**

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

- House Bill 1507 called for a review and realignment of the workforce system. Last November, DEO, CareerSource Florida, and region directors met to discuss. Throughout the month of January, DEO made inquiries to the regions regarding upper management members' positions, pay, and length of service, as well as performance outcomes in Wagner Peyser, Dislocated Workers, and Adult Services for the last three years.

Region directors have agreed that a better understanding of the DEO's objectives in realigning will provide better insight for giving appropriate feedback and input from the regions. Region directors have been encouraged to reach out to their local elected officials.

CareerSource Florida will be hiring a consultant to look at the feasibility of consolidation. Input from community stakeholders and a review of data such as local economic development, community college footprint and local workforce performance will all be considered.

Next steps include each region drafting a summary of collaborations between community partners and other regions to show existing efficiencies and cost savings, as well as meeting with local elected officials.

The issue will be closely monitored, and updates will be provided to the Board.

### Workforce Issues that are Important to Our Community

Al Jones noted that discussions regarding youth engagement that occurred during the board strategic planning session were in alignment to strategies his company is now employing in targeting middle schoolers to grow interest in career pathways versus a singular job viewpoint. Kathy Judkins added that her employer, SECO Energy, participates in a youth energy academy hosted by the American Association of Blacks in Energy (AABE). SECO Energy is also looking to engage younger students at the elementary level. Dale French added that summer youth programs is very dependent on funding availability.

### 2022 State of the Workforce Conference

Dale French explained to the committee that we partnered with OHRMA and MRMA on the 2022 Conference. The title of the conference is the Art of HR featuring the State of the Workforce. The in-person conference was held on January 18 at the World Equestrian Center. Despite the challenges with the pandemic about 150 people attended. Darlene Goddard shared appreciation for the professional contributions that the communications team made towards the conference and its success.

### Geofencing

Dale French explained that geofencing is a technology that targets specific area codes with advertising on social media newsfeeds. We are partnering with North Central Florida Media Group (NCFLMG) to provide advertising for the Lockheed Martin apprenticeship program. The campaign will be three-months long, starting in April and running through June. The cost associated with the campaign is upwards of the \$1000 per month. The Institute for American Apprenticeships is offering 100% reimbursement for the campaign. Laura Byrnes added that our communications department will design the ads. NCFLMG will place and run the ads on social media. Also, at no charge the Moore Group will create the landing page that people will come to after clicking on the ad. Once arriving at the landing page, interested people can submit contact information. The campaign will target 7 local zip codes and demographic variables. If the campaign is successful, the costs may be included in the budget for next year.

### Staffing Firms

Dale French explained the benefits of adding a representative from the staffing industry to our career centers. The Career Center committee approved outreach efforts, inviting local staffing companies to discuss collaboration on March 22. Kathy Judkins asked if the staffing firms will be focused on specific industries. Dale French explained that criteria would be looked at and industries served may be a component of the selection process.

### PUBLIC COMMENT

None

### ACTION ITEMS

None

### PROJECT UPDATES

#### Marketing and Outreach Report

Laura Byrnes highlighted several items from the report. She also invited committee members to join an upcoming Speechcraft class. Carl Flanagan mentioned the importance of board members being involved in outreach efforts. She invited him and the committee members to attend the upcoming Speakers Bureau relaunching in Spring 2022. This workshop provides the helpful information for our board members to amplify the CLM mission in the community.

She also shared a photo slideshow of the Art of HR Conference, Marion Youth Expo, Phoenix Rising graduation, a recent career fair and the last Speech crafters class.

Cory Weaver invited committee members to the March 10 Levy Youth Expo and the youth job fair in April.

### MATTERS FROM THE FLOOR

Al Jones expressed appreciation to the Citrus County staff for assisting with an impromptu job fair.

Alison Roberts from ORA Clubhouse was a guest attending today's meeting. She shared about her position and provided information about her organization. She further explained how they support individuals with mental illness through education and recovery work programs. She would like to create a stronger partnership with CLM. Dale French invited her to meet for further discussion.

### ADJOURNMENT

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

### APPROVED:

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