



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

MINUTES

DATE: May 25, 2022
PLACE: College of Central Florida, Enterprise Center
TIME: 9:00 a.m.

MEMBERS PRESENT

Albert Jones, Chair
Carl Flanagan
Darlene Goddard
Kathy Judkins

MEMBERS ABSENT

John Murphy
Theresa Flick

OTHER ATTENDEES

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

Danielle Veenstra, CSCLM
Cira Schnettler, CSCLM
Nithya Pramekumar, TPMA

CALL TO ORDER

The meeting was called to order by Al Jones, Chair at 9:02 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 February 23, 2022 meeting. Kathy Judkins seconded the motion with a correction under the section Workforce Issues that are Important to Our Community. The corrected verbiage: "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." Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner's updated the committee on the following items:

- DEO recently published a report summarizing the accountability measures for the letter grade system starting in July. The report prompted several concerns from

directors. CLM management will be submitting a response outlining concerns and suggestions for standards in implementation.

Workforce Issues that are Important to Our Community

Al Jones reported that his company, AutoZone, has approved his store for a pilot program hiring 16–17-year-olds in stocking positions.

Kathy Judkins shared that she recently heard a Florida charter high school is working with their local business community to establish a call center work study. SECO Energy will be participating in a local youth energy academy this summer. Eckerd Connects will also be participating. There are seven academies being held around the State this summer.

Draft Strategic Plan

Rusty Skinner explained that after the March board meeting all comments were added to the plan. The plan has been emailed to all board members and will be presented at each committee meeting, then brought before the full board in June for final approval. The plan will be implemented in July 2022. Members can email comments to Rusty Skinner or Dale French. Al Jones commended the hard work on creating the plan and expressed appreciation for the action items for board members.

Talent Pipeline Videos

Rusty Skinner explained that we are developing a list of employers who may want to participate in the talent pipeline video series. Efforts continue to expand marketing to youth in schools. Kathy Judkins added that SECO saw increased positive feedback from students by including short staff testimonials in their marketing videos. Students connected more with staff that were in their peer group.

PUBLIC COMMENT

None

ACTION ITEMS

None

PROJECT UPDATES

Marketing and Outreach Report

Danielle Veenstra highlighted 2021-2022 accomplishments and the 2022-2023 goals. She also presented the landing page for the Lockheed Martin apprenticeship webpage on the CLM website. Carl Flanagan shared an opportunity for a potential funding source and will provide the details to our communications department. He also encouraged committee members to like and share the CLM social media posts.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 10:02 a.m.

APPROVED:
