



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

MINUTES

DATE: November 16, 2022
PLACE: College of Central Florida, Enterprise Center
TIME: 9:00 a.m.

MEMBERS PRESENT

Carl Flanagan, Chair
Kathy Judkins
John Murphy
Theresa Flick

MEMBERS ABSENT

Darlene Goddard
Kim Baxley

OTHER ATTENDEES

Rusty Skinner, CSCLM
Dale French, CSCLM

Laura Byrnes, CSCLM
Cira Schnettler, CSCLM
Brandi Roy, United Healthcare

CALL TO ORDER

The meeting was called to order by Carl Flanagan, Chair at 9:07 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 August 17, 2022 meeting. John Murphy seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner updated the committee on the following items:

- Gray and Robinson (CLM's lobbyist firm) arranged a meeting with Katie Crofoot (Reach Act office) and Rusty Skinner, Dale French and Cory Weaver for introductions. The Gray and Robinson team shared a document with Ms. Crofoot that highlighted CLM's achievements and partnerships. On November 3, the State's realignment consultant, Ernst and Young, held an in-person meeting. During that meeting, Katie Flury, with Gray and Robinson, discussed this document with Clint Fuhrman from Ernst and Young and it was sent to him for his review.

- We will be monitoring the upcoming legislative session.

Letter Grades

Dale French was happy to report that the CLM region received an A- letter grade in the new grading system that was release by the State in October. There are a few areas for improvement, but overall, the region did very well. Dale French reviewed the measures and their weight against the final score. There was discussion on the opportunities for the areas that could be improved. We are in the process of identifying areas where customers would receive quality supportive services, that would also improve scores on the grading system.

Workforce Issues that are Important to Our Community

There was discussion regarding apprenticeships and pre-apprenticeships.

Rusty Skinner stated that we will be meeting with the CEP and the K-12 school system in Marion County to discuss coordination with community partners to create a talent pipeline out of the school system.

Dale French explained the variety of experiential learning opportunities that we offer. Carl Flanagan requested a presentation to the Citrus County Chamber of Commerce board in the future.

John Murphy expressed the importance of students becoming more aware of their local markets and returning to the local area after they have graduated college. Laura Byrnes stated that efforts such as the youth expos for middle and high schoolers helps bring awareness about career opportunities.

Brandi Roy asked about the marketing efforts for the YouthBuild program. Eckerd is responsible for the marketing of the program and CLM provides assistance as requested.

PUBLIC COMMENT

None

ACTION ITEMS

None

PROJECT UPDATES

Marketing and Outreach Report

Laura Byrnes presented a variety of projects that the communications team has been working on, including the 2023 State of the Workforce Conference and the final Talent Center website. She showcased photos from the recent youth career expo.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 10:20 a.m.

APPROVED: _____