



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

## MARKETING AND OUTREACH COMMITTEE AGENDA

**Wednesday, November 16, 2022 – 9:00 a.m.**

**Zoom Meeting:** <https://us02web.zoom.us/j/85006351682>

**Phone No: 1-646-558-8656 (EST) Meeting ID: 850 0635 1682**

|                                      |             |               |
|--------------------------------------|-------------|---------------|
| Call to Order                        |             | C. Flanagan   |
| Roll Call                            |             | C. Schnettler |
| Approval of Minutes, August 17, 2022 | Pages 2 - 3 | C. Flanagan   |

**DISCUSSION ITEMS**

|  |             |            |
|--|-------------|------------|
| State Update   |             | R. Skinner |
| Letter Grades  | Pages 4 - 7 | C. Weaver  |
| Workforce Issues that are Important to Our Community |             | R. Skinner |

**PUBLIC COMMENT**

**ACTION ITEMS**

None

**PROJECT UPDATES**

|                               |              |           |
|-------------------------------|--------------|-----------|
| Marketing and Outreach Report | Pages 8 - 19 | L. Byrnes |
|-------------------------------|--------------|-----------|

**MATTERS FROM THE FLOOR**

**ADJOURNMENT**

### 2022 – 2023 MEETING SCHEDULE

| 2022 – 2023 MEETING SCHEDULE |   |                   |                        |                    |                     |            |
|------------------------------|---|-------------------|------------------------|--------------------|---------------------|------------|
| Performance/<br>Monitoring   | Business and<br>Economic<br>Development | Career Center     | Marketing/<br>Outreach | Executive          | Full Board          |            |
| Tuesday, 9:00 am             | Wednesday, 9:00 am                      | Thursday, 9:30 am | Wednesday, 9:00 am     | Wednesday, 9:30 am | Wednesday, 11:30 am |            |
| 8/9/2022                     | 8/10/2022                               | 8/18/2022         | 8/17/2022              | 8/31/2022          | 9/7/2022            | CF Levy    |
| 11/8/2022                    | 11/9/2022                               | 11/17/2022        | 11/16/2022             | 11/30/2022         | 12/7/2022           | CF Ocala   |
| 2/7/2023                     | 2/8/2023                                | 2/16/2023         | 2/22/2023              | 3/1/2023           | 3/8/2023            | CF Lecanto |
| 5/9/2023                     | 5/10/2023                               | 5/18/2023         | 5/24/2023              | 5/31/2023          | 6/7/2023            | CF Ocala   |

**OUR VISION STATEMENT**

*To be known as the number one workforce resource in the state of Florida by providing constructive tools and professional supportive services that are reflected in the quality of our job candidates and meet the needs of the business community.*



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

**MINUTES**

DATE: August 17, 2022  
PLACE: College of Central Florida, Enterprise Center  
TIME: 9:00 a.m.

**MEMBERS PRESENT**

Carl Flanagan, Chair  
Darlene Goddard  
Kathy Judkins  
John Murphy

**MEMBERS ABSENT**

Kim Baxley  
Theresa Flick

**OTHER ATTENDEES**

Rusty Skinner, CSCLM  
Cory Weaver, CSCLM  
Laura Byrnes, CSCLM

Cira Schnettler, CSCLM  
Patrick Gillen, TPMA  
Kim Grey, Eckerd

**CALL TO ORDER**

The meeting was called to order by Carl Flanagan, Chair at 9:01 a.m.

**ROLL CALL**

Cira Schnettler called roll and a quorum was declared present.

**APPROVAL OF MINUTES**

John Murphy made a motion to approve the minutes from the May 25, 2022 meeting. Darlene Goddard seconded the motion. Motion carried.

**DISCUSSION ITEMS**

**State Update**

Rusty Skinner updated the committee on the following items:

- House Bill 1507 called for a review and realignment of the workforce system. The consultant that is handling the review of the workforce system provided the initial report at the June CareerSource Florida meeting. The report presented input from workforce directors, businesses, and other community partners. We are awaiting next steps for Phase two from the consultant. Potentially, more information will be available after the December CareerSource Florida meeting and recommendations by the February 2023 meeting.

All CLM Consortium members have received status updates as information becomes available

- Other areas of the Bill that we are awaiting updates and information are:
  - Credentials of Value
  - Letter Grades
  - 10% Tuition Hold Back

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

Carl Flanagan engaged committee members, and staff in discussion on housing and transportation challenges within the region, which are affecting employment opportunities. He noted he recently heard of a business providing affordable housing to their employees as a resolution to the issue. Cory Weaver explained that CLM representatives also work with community housing and transportation committees to provide workforce flow data. Discussions also included strengthening partnerships with community agencies and businesses to further awareness. Carl Flanagan asked staff to bring data and correspondence to the next committee meeting for further dialogue.

#### Podcast Topic Discussion for Season 2

Rusty Skinner welcomed suggestions for topics for the second season of the podcast. Darlene Goddard stated that she will be attending an HR Conference in a few weeks and will ask what the hot button topics are affecting businesses. She will also encourage other HR professionals to connect with their local workforce agency. Laura Byrnes said there are a few topics coming out of the CEP survey that can be potential podcasts. Past podcasts can be found on the CLM website. Carl Flanagan added that the committee members can email their thoughts to Laura Byrnes.

#### **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 creating TikTok style videos and an update to the Talent Center website. She thanked SECO Energy for their donation of the drone. Training with the drone will begin in the Fall. She showcased earned media opportunities. She also provided the business showcase videos viewing statistics and was happy to report a high level of viewed shares of the videos.

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

None

#### **ADJOURNMENT**

There being no further business, the meeting was adjourned at 10:25 a.m.

#### **APPROVED:**

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| Local Workforce Development Board       | Final Score | Letter Grade |
|---|-------------|--------------|
| 01 - CareerSource Escarosa              | 89.62%      | B+           |
| 02 - CareerSource Okaloosa Walton       | 81.43%      | B-           |
| 03 - CareerSource Chipola               | 92.29%      | A-           |
| 04 - CareerSource Gulf Coast            | 83.55%      | B            |
| 05 - CareerSource Capital Region        | 86.41%      | B            |
| 06 - CareerSource North Florida         | 93.86%      | A            |
| 07 - CareerSource Florida Crown         | 90.21%      | A-           |
| 08 - CareerSource Northeast Florida     | 94.41%      | A            |
| 09 - CareerSource North Central Florida | 85.57%      | B            |
| 10 - CareerSource Citrus Levy Marion    | 90.82%      | A-           |
| 11 - CareerSource Flagler Volusia       | 89.62%      | B+           |
| 12 - CareerSource Central Florida       | 93.76%      | A            |
| 13 - CareerSource Brevard               | 91.71%      | A-           |
| 14 - CareerSource Pinellas              | 87.98%      | B+           |
| 15 - CareerSource Tampa Bay             | 90.09%      | A-           |
| 16 - CareerSource Pasco Hernando        | 80.54%      | B-           |
| 17 - CareerSource Polk                  | 91.47%      | A-           |
| 18 - CareerSource Suncoast              | 79.50%      | C+           |
| 19 - CareerSource Heartland             | 92.36%      | A-           |
| 20 - CareerSource Research Coast        | 90.40%      | A-           |
| 21 - CareerSource Palm Beach County     | 87.47%      | B+           |
| 22 - CareerSource Broward               | 90.88%      | A-           |
| 23 - CareerSource South Florida         | 91.82%      | A-           |
| 24 - CareerSource Southwest Florida     | 88.57%      | B+           |





CareerSource  
CITRUS | LEVY | MARION

## Letter Grade Summary

2021Q4 - April thru June 2021

### Measure 1 - Participants with Increased Earnings

| Numerator | Denominator | Rate | Target | Target Met | Weight | Weighted Performance |
|-----------|-------------|------|--------|------------|--------|----------------------|
| 721       | 1318        | 54.7 | 45     | 100        | 25     | 25                   |

### Measure 2 - Reduction in Public Assistance

| Numerator | Denominator | Rate  | Target | Target Met | Weight | Weighted Performance |
|-----------|-------------|-------|--------|------------|--------|----------------------|
| 1042      | 1621        | 64.28 | 65     | 98.89      | 25     | 24.72                |

### Measure 3 - Employment and Training Outcomes

| Numerator | Denominator | Rate  | Target | Target Met | Weight | Weighted Performance |
|-----------|-------------|-------|--------|------------|--------|----------------------|
| 16        | 18          | 88.89 | 100    | 88.89      | 20     | 17.78                |

### Measure 4 - Participants in Work-Related Training

| Numerator | Denominator | Rate  | Target | Target Met | Weight | Weighted Performance |
|-----------|-------------|-------|--------|------------|--------|----------------------|
| 678       | 1991        | 34.05 | 25     | 100        | 10     | 10                   |

### Measure 5 - Continued Repeat Business

| Numerator | Denominator | Rate  | Target | Target Met | Weight | Weighted Performance |
|-----------|-------------|-------|--------|------------|--------|----------------------|
| 884       | 2776        | 31.84 | 35     | 90.97      | 5      | 4.55                 |

### Measure 6 - Year-Over-Year Business Penetration

| PreviousNum | PreviousDen | PreviousRate | CurrentNum | CurrentDen | CurrentRate | YOY   | Target | TargetMet | Weight | WeightedPerf |
|-------------|-------------|--------------|------------|------------|-------------|-------|--------|-----------|--------|--------------|
| 1,310       | 10,626      | 12.33        | 1,244      | 10,198     | 12.2        | -0.13 | 100    | 70        | 5      | 3.5          |

### Measure 7 - Completion-to-Funding Ratio

| Exiters_LWDB | Exiters_State | Num  | Budget_LWDB | Budget_State | Den  | Rate  | Target | TargetMet | Weight | WeightedPerf |
|--------------|---------------|------|-------------|--------------|------|-------|--------|-----------|--------|--------------|
| 1,078        | 121,838       | 0.88 | 4,339,501   | 161,148,818  | 2.69 | 32.71 | 100    | 32.71     | 10     | 3.27         |

### Allocation




| Numerator | Denominator | Rate  | Weighted Performance | WeightedGrade | LetterGrade |
|-----------|-------------|-------|----------------------|---------------|-------------|
| 687       | 1584        | 43.37 | 2                    | 88.82         | B+          |

### Extra Credit

| Weighted Grade Extra Credit | Letter Grade Extra Credit |
|-----------------------------|---------------------------|
| 90.82                       | A-                        |

| Metric   | Weight |
|--|--------|
| <p><b>1. Participants With Increased Earnings</b></p> <p>The percentage of participants who earned more in the second quarter after exit than before their participation with the local workforce development board.</p> <ul style="list-style-type: none"> <li>• Numerator: The number of exiters from the denominator with higher earnings two quarters after exiting the program than in the earliest of the two quarters prior to participation.</li> <li>• Denominator: The number of distinct exiters from WIOA* (Adult and Dislocated Worker) and Wagner-Peyser programs included in the local workforce development board's federal Employment Rate – 2nd Quarter After Exit metric during the previous program year.</li> </ul> <p>Category: Employment and Training Services, Self-Sufficiency<br/>Target: 45%<br/>Data Source: ETA 9173 Program Performance Reports<br/>* Includes WIOA-funded grants.</p>  | 0.25   |
| <p><b>2. Reduction in Public Assistance</b></p> <p>The percentage of exiters who received Supplemental Nutrition Assistance Program (SNAP) or Temporary Assistance for Needy Families (TANF) benefits during their active participation with the local workforce development board but were no longer receiving SNAP or TANF benefits in the fourth quarter after exit.</p> <ul style="list-style-type: none"> <li>• Numerator: The number of individuals from the denominator who were no longer receiving SNAP or TANF benefits in the fourth quarter after exiting the workforce development program.</li> <li>• Denominator: The number of exiters from WIOA* (Adult, Dislocated Worker and Youth), Wagner-Peyser, SNAP Employment and Training (SNAP E&amp;T) and TANF programs who received SNAP or TANF cash assistance at any time during their participation with the local workforce development board.</li> </ul> <p>Category: Employment and Training Services, Self-Sufficiency Target: 65%<br/>Data Source: Employ Florida, One-Stop Service Tracking (OSST) and DCF Recipient Data<br/>* Includes WIOA-funded grants.</p> | 0.25   |
| <p><b>3. Employment and Training Outcomes</b></p> <p>Comprises the existing 18 federal accountability measures for local workforce development boards within the WIOA Primary Indicators of Performance (Employment Rate – 2nd Quarter After Exit, Employment Rate – 4th Quarter After Exit, Median Earnings – 2nd Quarter After Exit, Credential Attainment, and Measurable Skill Gains) for Adult, Dislocated Workers, Youth and Wagner-Peyser programs.</p> <ul style="list-style-type: none"> <li>• Numerator: The number of federal metrics from the denominator for which the local workforce development board reached at least 90% of its negotiated target.</li> <li>• Denominator: The number of federal WIOA Primary Indicators of Performance metrics in the current program year for WIOA (Adult, Dislocated Worker and Youth) and Wagner-Peyser programs.</li> </ul> <p>Category: Employment and Training Services Target: 100%<br/>Data Source: ETA 9173 Program Performance Reports</p>  | 0.20   |
| <p><b>4. Participants in Work-Related Training</b></p> <p>The percentage of all job seekers who received work-related training including occupational skills training, on-the-job training and other work-based learning models, registered apprenticeships, and customized training for employers.</p> <ul style="list-style-type: none"> <li>• Numerator: The number of participants from the denominator who received work-related training services.</li> <li>• Denominator: The number of participants served in the current program year by a local workforce development board within the following programs: SNAP E&amp;T, Welfare Transition, WIOA* (Adult, Dislocated Worker and Youth), National Dislocated Worker Grant, Wagner-Peyser and Trade Adjustment Assistance (TAA). Category: Training Services Target: 25%</li> </ul> <p>Data Source: ETA 9173 Program Performance Reports, One-Stop Service Tracking (OSST)<br/>Cohort Used: July 2021-June 2022<br/>* Includes WIOA-funded grants</p>   | 0.10   |

|  |  |             |
|--|--|-------------|
| <p><b>5. Continued Repeat Business</b></p> <p>served in prior three years that continued to be served in the current program year.</p> <ul style="list-style-type: none"> <li>• Numerator: The number of employer worksites from the denominator that received a core business service in the current program year.</li> <li>• Denominator: The number of employer worksites that received a core business service from the local workforce development board in the previous three program years.</li> </ul> <p>Services Target: 35%</p> <p>Data Source: Employ Florida</p>   | <p>Percentage of business establishments</p> <p>Category: Business</p>   | <p>0.05</p> |
| <p><b>6. Year-Over-Year Business Penetration</b></p> <p>in the number of business establishments served in the current program year compared to the prior year. Each local workforce development board is assigned a percentage as the percent target met based on the year-over-year increase or decrease, as follows:</p> <ul style="list-style-type: none"> <li>• 2% – 3.9% increase = 90%</li> <li>• -0.1% – -2% increase = 70%</li> <li>• -6.1% – -8% decrease = 20%</li> </ul> <p>Local workforce development boards achieving greater than 90% overall business penetration will not be penalized for maintaining year-over-year comparable business penetration.</p> <p>Annual Business Penetration Calculation:</p> <ul style="list-style-type: none"> <li>• Numerator: The number of employer worksites from the denominator that received a core business service from the local workforce development board during the program year.</li> <li>• Denominator: The number of active employer worksites in Employ Florida for each local workforce development board during the program year.</li> </ul> <p>Target: 100%</p> <p>Data Source: Employ Florida</p> | <p>The percentage point difference</p> <ul style="list-style-type: none"> <li>• ≥ 4% increase = 100%</li> <li>• 0% – 1.9% increase = 80%</li> <li>• -2.1% – -4% decrease = 60%</li> <li>• -4.1% – -6% decrease = 40%</li> <li>• &lt; -8% decrease = 0%</li> </ul> <p>Category: Business Services</p> | <p>0.05</p> |
| <p><b>7. Completion-to-Funding Ratio</b></p> <p>development board’s share of statewide WIOA and Wagner-Peyser exiters with the local workforce development board’s share of statewide funding allocations.</p> <ul style="list-style-type: none"> <li>• Numerator: The percentage of distinct exiters from WIOA* (Adult, Dislocated Worker and Youth) and Wagner-Peyser programs.</li> <li>• Denominator: The percentage of the local workforce development board’s share of statewide WIOA*, Supplemental WIOA Dislocated Worker, Wagner-Peyser, Reemployment Services and Eligibility Assessment (RESEA), and Veteran annual funding allocation for the current program year.</li> </ul> <p>Services Target: 100%</p> <p>Performance Reports</p> <p>Data Source: DEO Finance and Accounting, ETA 9173 Program</p> <p>* Includes WIOA-funded grants</p>   | <p>Compares a local workforce</p> <p>Category: Employment and Training</p>   | <p>0.10</p> |
| <p><b>Extra Credit Metric: Serving Individuals on Public Assistance</b></p> <p>boards can earn up to an additional five percentage points for serving individuals on public assistance. Extra credit is calculated as follows:</p> <p>Numerator: The number of individuals from the denominator who received SNAP or TANF benefits during their participation period.</p> <ul style="list-style-type: none"> <li>• Denominator: The number of participants served in the current program year by a local workforce development board within the following programs: SNAP E&amp;T, Welfare Transition, WIOA (Adult, WIOA Dislocated Worker and Youth) and Wagner-Peyser.</li> </ul> <p>Extra credit points will be awarded as follows:</p> <ul style="list-style-type: none"> <li>• ≥ 50% = 5 points</li> <li>• ≥ 46% &lt; 50% = 4 points</li> <li>• ≥ 44% &lt; 46% = 3 points</li> <li>• ≥ 42% &lt; 44% = 2 points</li> <li>• 40% &lt; 42% = 1 point</li> </ul> <p>Category: Employment and Training Services, Self-Sufficiency</p> <p>Data Source: ETA 9173 Program Performance Reports, OSST, DCF Recipient Data</p>   | <p>Local workforce development</p>   | <p>0.05</p> |



**OUTREACH COMMITTEE  
NOVEMBER 16, 2022**

**COMMUNICATIONS  
UPDATES/HIGHLIGHTS**

# 2023 Conference



**THE  
HEART  
OF HR**

*Motivate. Innovate. Cultivate.*



WHEN Tuesday, March 7, 2023

TIME 9 a.m. to 4 p.m.

WHERE World Equestrian Center  
SPONSORSHIP OPPORTUNITIES!

MESSAGING (in progress)

*“At the heart of every HR department  
beats four central tenants of workforce  
development: Talent Acquisition,  
Development, Retention and Compliance”*

# TALENT PIPELINE VIDEOS



Viceroy Home Health



Renstar Medical Research



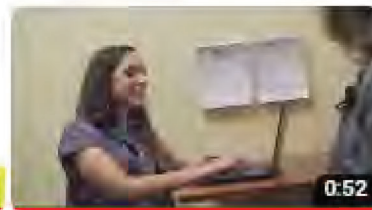
Quad Nurse



IMS Pharmacy



Packaging Alternatives Corporation



Neurological Specialists of Central Florida



Artemis Plastics



ABCO Transportation Inc.

- Eight (8) more added to the Library (Total of 44 Business Videos)
- Watch Time (Aug. 8-Nov. 6) = 5 Hours
- #1 New Talent Pipeline Video: ABCO (736 views = 3.5 hours watch time)
- #1 Previous Video: SPXFlow (149 additional views this period = 3 hours)





MIDDLE SCHOOL  
**YOUTH  
CAREER**



of MARION COUNTY







# PHOENIX RISING YOUTHBUILD HOUSE BLESSING





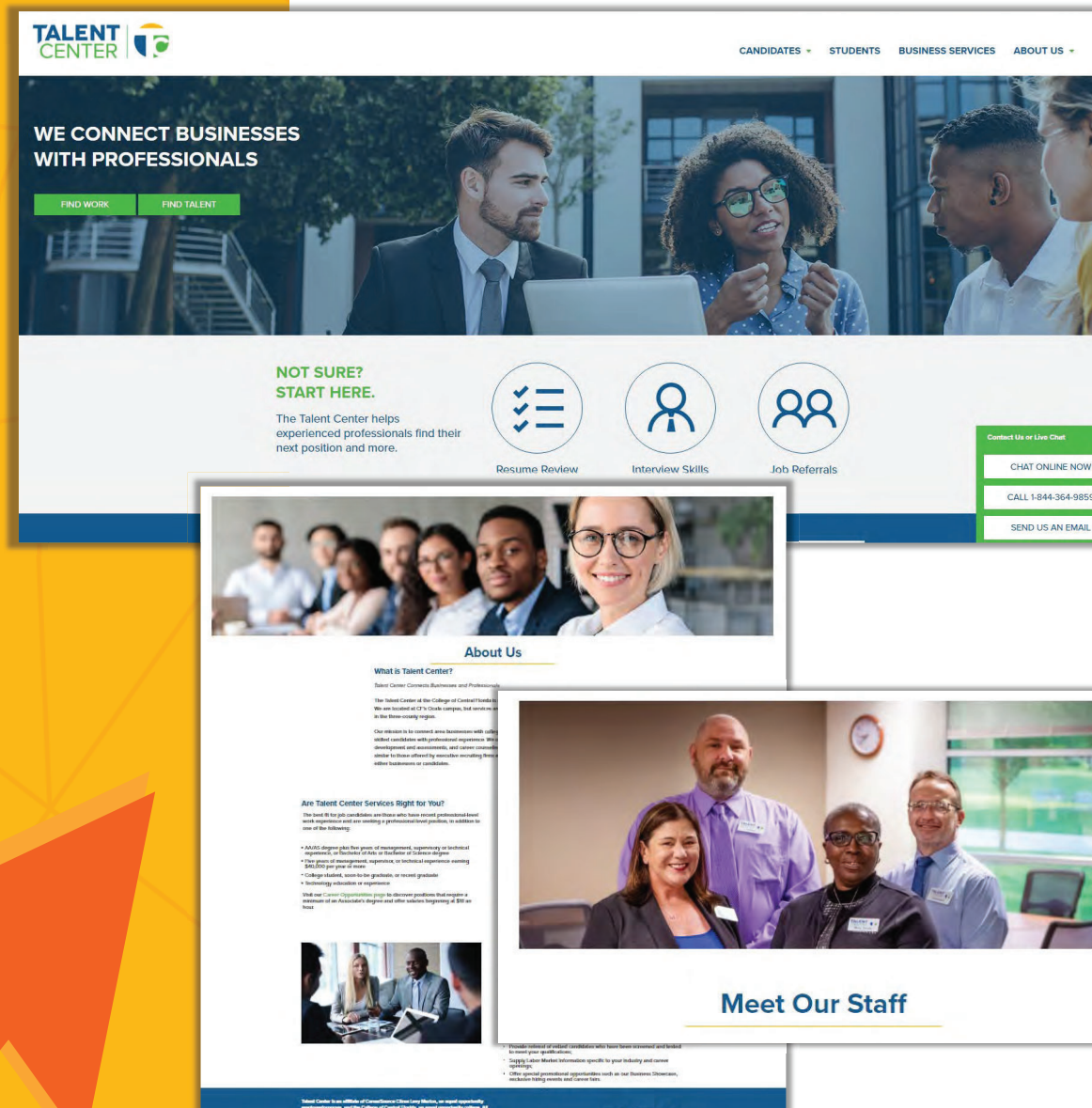


# TALENT CENTER WEBSITE

IT IS DONE!

- ❑ Refreshed the Talent Center Home Page to align with 2020 rebrand and redesign
- ❑ Created About Us section featuring revised content about Services, Contact page and updated Staff page
- ❑ Revised boilerplate and updated site for accuracy

talentcenter.org





# EARNED MEDIA

Digital In The News: <https://careersourceclm.com/in-the-news/>

10th Annual Paychecks for Patriots Job Fair

### VETERANS

## 'Paychecks for Patriots'

10th annual job fair scheduled for Nov. 10

Special to the Chronicle

By Dale French

10th annual job fair scheduled for Nov. 10

Special to the Chronicle

By Dale French

### Frenette: Making case for Jaguars to have a winning season

SPORTS, 1C

By Dale French

### CITRUS COUNTY CHRONICLE

Home News Sports Business

### CareerSource offers job help for those in recovery

By Fred Byrnes

### SCRUBBED AGAIN

Plenty of jobs in local counties, experts say

By Dale French

### CAREERSOURCE JOB FAIR

Area jobless rate ticks down in July

By Laura Byrnes

Wendy Matthews

### MARION COUNTY FALL JOB FAIR

Careersource Citrus Levy Marion will host a job fair on Thursday, Sept. 22 from 9 a.m. to 3 p.m. at the College of Central Florida's Klum Conference Center, 3001 SW College Road in Ocala. The event is open to any job seeker in the Citrus, Levy and Marion counties region.

The following employers will be on hand looking to fill vacancies: AutoZone Auto Parts, AutoZone Distribution Center, Ryan's Pump Service & Wash Detailing of Florida, City of Ocala, Chewy Chick-It-A-Ocala, CVR Contracting, Dollar Tree Distribution, E-On, Florida Department of Children and Families, Florida Department of Corrections, Florida Department of Juvenile Justice, Florida Express Environment, HCA Florida Citrus Hospital, Marion County Public Schools, Marlin/Service Roofing and Sheet Metal, Trademark Metals Recycling, and World Equestrian Center.

"There is no better time to lock in a great job," said Dale French, CareerSource CLM's executive vice president. "Our unemployment rate is low and we're seeing businesses throughout our region expanding and looking for those who are ready to work."

French added that the job fair gives candidates the opportunity to meet in

### Phoenix Rising again: Marion officials seek adults ages 18-24 to launch 15th YouthBuild

By Joe Callahan

Ocala Star-Banner

Published 12:51 p.m. ET Sept. 22, 2022 | Updated 11:31 a.m. ET Sept. 22, 2022

More inside

NOTE TO READERS

Phoenix Rising again: Marion officials seek adults ages 18-24 to launch 15th YouthBuild project

### Marion Citizen

Friday, August 26, 2022 | VOLUME 1 ISSUE 38

### Incumbent Zalak wins school board candidates win election

Area jobless rate ticks down in July

By Laura Byrnes

### Time to 'fall' for new career opportunities at Marion Co. Job Fair

By Laura Byrnes

### HARDISON INK.COM

HOME POLICE CALENDAR BUSINESS COMMUNITY LIFE LEISURE

### Phoenix Rising open house recruits for 15th YouthBuild project

By Dale French

Five years ago, Zachariah Slaughter dropped out of high school. He was getting into trouble and then he met Heaven Colon, an Eckerd Connects Workforce Development program manager.

Slaughter, now 23, was introduced in 2018 to the Phoenix Rising YouthBuild program, which helps young adults get a high school diploma. The program paid participants to get a diploma and, at the same time, learn trade skills that can land them a career job.

"I was like a troubled kid," said Slaughter, who spoke at a Wednesday evening event designed to recruit 24 new students for the 15th class of the Phoenix Rising YouthBuild program class.

2019: Phoenix Rising gets third federal grant

### Phoenix Rising open house recruits for 15th YouthBuild project

By Dale French

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2019: Phoenix Rising gets third federal grant

### Time to 'fall' for new career opportunities at Marion Co. Job Fair

By Laura Byrnes

Area jobless rate ticks down in July

By Laura Byrnes

### Region's unemployment rate falls Paychecks for Patriots set for Nov. 10

By Laura Byrnes, Communications Manager

Careersource Citrus Levy Marion

Sent Oct. 11, 2022 at 11:32 a.m.

Published Oct. 12, 2022 at 6:12 a.m.

Ocala Fla. (Oct. 11, 2022) - The unemployment rate in the CareerSource Citrus Levy Marion region was 3.9 percent in September, down 0.2 percentage points over the month and 1.4 percentage points lower than the region's year ago rate of 4.5 percent. The labor force was 211,533, up 4,001 (+2.0 percent) over the year. There were 7,238 unemployed residents in the region.

According to preliminary employment data released today by the Florida Department of Economic Opportunity, there were 20,305 employed across the region, an increase of 6,396 compared to the same time last year. The number of unemployed was 2,185 fewer than in September 2021.

Levy County continued to post the lowest unemployment rate in the region at 2.0 percent, a 0.3 percentage point drop over the month and 1.1 percentage points lower than the previous September. Marion County followed at 2.2 percent, down 0.4 percentage point compared to August's rate and 1.4 percentage points lower than the previous month and 1.0 percentage point less compared to September 2021. The last time the region saw similar employment numbers for the month of September was in 2005 when the rate was 3.7 percent. At the time, the labor force totaled 105,054 with 200,667 people working and 7,727 unemployed.

Randy Skinner, CareerSource CLM's chief executive officer, noted that there were also 828 more people employed in September, and virtually the same number of unemployed, than in February 2020 just prior to when the pandemic hit and the region's unemployment rate was 5.5 percent.

"If you've been waiting for the right time to jump back into the labor force, this is it," Skinner said. "While all key indicators point in the right direction - expanded labor force, robust increase in jobs, and decrease in the number of unemployed - there continues to be a very high demand for more workforce as area businesses continue to grow."

Skinner said that one way CareerSource CLM can help is the 10th Annual Paychecks for Patriots Job Fair, which is part of a coordinated statewide effort to connect Florida veterans with employment opportunities.

Information about the 10th annual paychecks for Patriots job fair, which is open to all job seekers beginning at 10:30 a.m. There is no charge to attend the job fair which is available to anyone in the three-county region, and, in fact, features 50 top businesses with immediate jobs to fill.

Information about the 10th annual paychecks for Patriots job fair, which is open to all job seekers beginning at 10:30 a.m. There is no charge to attend the job fair which is available to anyone in the three-county region, and, in fact, features 50 top businesses with immediate jobs to fill.

State and local employment reports for October 2022 are scheduled for release on Nov. 18, 2022.

"There is no better time to lock in a great job."

Dale French  
CareerSource CLM executive vice president

# LIVE BUSINESS SHOW CASE



AUG Florida Department of Juvenile Justice

SEPT Kid's Central

OCT Hospice of Marion County

NOV Florida Department of Corrections

DEC Right Rudder Aviation (rescheduled)  
and Plantation Crystal River







11 CareerSource CLM Staff presenters

6 Sessions / Panels including:

- Building and Maintaining Effective Media Relations – Laura Byrnes
- Overcoming Challenges – Danielle Veenstra with Melissa Saco



# UP COMING/ONGOING PROJECTS



## BRANDAPALOOZA!

Brand orientation workshop (resources, guidelines)



## OJT CAMPAIGN

Earned and Digital Media promotion of On-the-Job Training program



## CAREER CLIPS

Candidate 30-second video – “Who I am and why you should hire me” – along with customized landing page via QR Creator



## PODCASTS & SPEECHCRAFT

Earned and Digital Media promotion of On-the-Job Training program



## LIKE/SHARE/FOLLOW

Please help amplify the CareerSource CLM message by engaging with our social content. Likes are nice, but Comment and Shares are better!



QUESTIONS?

