



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

MINUTES

DATE: February 22, 2023
PLACE: College of Central Florida, Enterprise Center
TIME: 9:00 a.m.

MEMBERS PRESENT

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

MEMBERS ABSENT

Kim Baxley

OTHER ATTENDEES

Dale French, CSCLM
Cory Weaver, CSCLM
Laura Byrnes, CSCLM

Cira Schnettler, CSCLM
Kim Grey, Eckerd

CALL TO ORDER

The meeting was called to order by Carl Flanagan, Chair at 9:02 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 16, 2022, meeting. John Murphy seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Dale French updated the committee on the following item:

- Rusty Skinner had previously provided the CareerSource Florida board meeting packet to all CLM board members. The packet contained three recommendations from the State's consultant for realignment. The CareerSource Florida board is expected to vote and approve the option that will have the least impact on the workforce regions. This option will reduce the current 24 regions to 21 regions. Our region will retain its current structure and will not be impacted.

Workforce Issues that are Important to Our Community

Darlene Goddard requested ideas on locations large enough for OHRMA to host their monthly luncheons, as their current location will no longer be available. The committee offered local options.

There was no other discussion.

Top Workplaces

Dale French added the attached handout as a discussion item. He asked the committee members to provide feedback on CLM launching the Top Workplace initiative in the three-county region. Committee members expressed concern that this may conflict with existing initiatives already occurring in the community. Dale French said he will conduct more research. John Murphy said he will also reach out to another agency that has experience with the Top Workplace initiative for guidance. The committee members also discussed the benefits of the initiative to local businesses.

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 to include the promotions for the welding and CDL job fairs, YouthBuild, earned media, and upcoming projects. The committee talked about the 2023 Heart of HR conference. CLM is partnering with OHRMA to host. The committee also discussed board engagement on the CLM social media pages, specifically Facebook and LinkedIn.

MATTERS FROM THE FLOOR

None

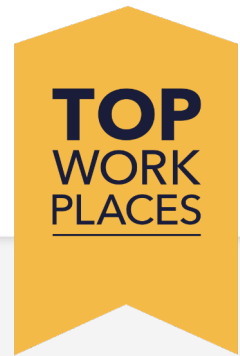
ADJOURNMENT

There being no further business, the meeting was adjourned at 9:56 a.m.

APPROVED: _____

Top Workplaces

Show the nation your company is an organization of choice



“There is a direct correlation between our Top Workplaces awards and employee recruitment and retention. People started reaching out when they heard we are a Top Workplace, and now we have a lot of candidates knocking on our door.”

Julie Fry

Chief HR Officer,
Fairway Independent Mortgage Corporation

What sets Top Workplaces apart from other employer recognition programs

- Top Workplaces is based solely on employee feedback – there are no forms, essays, or judging processes.
- Participation is free for all Top Workplaces programs, including the 55+ regional programs as well as the national USA, Culture Excellence, and Industry awards.
- One 5-minute, research-backed employee engagement survey qualifies you for all Top Workplaces awards in the upcoming 12 months.
- Workplace Survey, the same proven survey used for Top Workplaces, measures employee engagement as well as 15 culture drivers.
- In addition to qualifying for employer recognition, Workplace Survey offers deeper culture insights, employee comments, and statements for important demographics such as DEI.
- We take confidentiality very seriously, and only the names of winning organizations are made public.

You're in good company with Top Workplaces



National and regional recognition plus industry and culture excellence awards

The logos for national awards – including USA, Industry, and Culture Excellence – are available to Energage Employer Branding subscribers. There is no cost to participate in Top Workplaces or be published on the lists. The Top Workplaces regional recognition logos are available to all winning companies.

Top Workplaces National Awards: USA, Industry, and Culture Excellence

- Minimum of 150 U.S. employees
- Publishes in January with national publicity year-round
- National news release issued to high-profile media outlets
- Company profile on topworkplaces.com
- Top Workplaces USA media kit, including award logos
- Virtual event invitation
- No cost to participate



Go here to see the full list Top Workplaces national awards and survey deadlines:

<https://topworkplaces.com/awards-schedule/>

Top Workplaces Regional Awards

- Minimum of 35, 50, or 100 employees, depending on the region
- 55+ major metro regions across the U.S.
- Company profile on topworkplaces.com and regional media partner pages
- Top Workplaces regional media kit, including award logos
- Event invitation, where available
- No cost to participate

Regional awards in partnership with 55+ media outlets across the U.S.



See the full list Top Workplaces regional awards, including survey dates, publication windows, and other requirements:

<https://topworkplaces.com/regional-program-information/>

One employee engagement survey, year-round recognition

Top Workplaces employer recognition is based solely on employee feedback captured with the Workplace Survey. This research-backed employee engagement survey qualifies your organization for all eligible awards within the upcoming 12 months, from regional and national recognition to Industry and Culture Excellence awards.

“Being named a Top Workplace has been incredibly valuable to our organization from a recruitment perspective, but we quickly discovered the added benefit of going one step further, digging into the employee feedback, and taking action where we can to improve the employee experience and strengthen retention.”

Megan Koontz
VP of HR, Fusion Alliance

“In addition to regional coverage we get when we win a Top Workplaces award, reporters have reached out because they see this and view us as a trusted source. That kind of earned media is fantastic and is a point of pride for current and prospective employees.”

Kevin Wilson
Director of Community Engagement, Dominion Payroll

Nominate your company for Top Workplaces employer recognition

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