



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

**MARKETING AND OUTREACH COMMITTEE  
 AGENDA**

**Wednesday, February 22, 2023 – 9:00 a.m.**

**Zoom Meeting:** <https://us02web.zoom.us/j/83962630078>

**Phone No: 1-646-558-8656 (EST) Meeting ID: 839 6263 0078**

Call to Order C. Flanagan  
 Roll Call C. Schnettler  
 Approval of Minutes, November 16, 2022 Pages 2 - 3 C. Flanagan

**DISCUSSION ITEMS**

State Update R. Skinner  
 Workforce Issues that are Important to Our Community R. Skinner

**PUBLIC COMMENT**

**ACTION ITEMS**

None

**PROJECT UPDATES**

Marketing and Outreach Report Pages 4 - 15 L. Byrnes

**MATTERS FROM THE FLOOR**

**ADJOURNMENT**

**2022 – 2023 MEETING SCHEDULE**

Performance/ Monitoring	Business and Economic Development	Career Center	Marketing/ 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: 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:** \_\_\_\_\_

**OUTREACH COMMITTEE  
FEBRUARY 2023**

# **COMMUNICATIONS UPDATES/HIGHLIGHTS**



# 2023 CONFERENCE



*Motivate. Innovate. Cultivate.*

**WHEN:** Tuesday, March 7, 2023

**TIME:** 8 a.m. - 4 p.m.

**WHERE:** World Equestrian Center

**Sponsorship Opportunities  
Still Available!**

**MESSAGING:**

"At the heart of every HR department  
beats four central tenants of workforce  
development: Talent Aquisition,  
Development, Retention and Compliance"

# JOB FAIRS

# CDL COMMUNITY JOB FAIR



# JOB FAIRS

## AMERICAN WELDING SOCIETY JOB FAIR



# PHOENIX RISING YOUTHBUILD

Wall Raising - January 2023





# SHORT FORM VIDEOS



CDL Video 1

Careersource Citrus Levy Marion  
January 23 at 4:32 PM · 🌐

Meet hiring businesses at the #CDL Community Job Fair who are recruiting Class A and Class B CDL drivers. Plus, Marion Technical College FL representatives will be on hand to talk about their programs including how VR has helped train new drivers.  
This event is free and open to the public. Let us know you'll be there: [bit.ly/DriveOcala](https://bit.ly/DriveOcala)

and I am in front of the truck simulator

550+ Views

CDL Video 2

write a comment...

Careersource Citrus Levy Marion and Marion Technical College FL  
Reels · Jan 29 · 🌐

Calling all CDL A and B drivers! The CDL Community Job Fair is next Wednesday, Feb. 8 from 5 - 7 p.m. at Marion Technical College! Talk with 10 hiring... See more

11  
1  
21

See Insights and ads

Boost a post

1,600+ Views

CDL Video 3

Careersource Citrus Levy Marion is attending CDL Community Job Fair. · 🌐

The CDL Community Job Fair is TODAY from 5 - 7 p.m. at Marion Technical College! Explore hiring businesses or talk with an MTC representative about their programs.  
Thank you to all the businesses that are attending including:  
ABCO Transportation  
Brook Ledge Horse Transportation... See more

Hello, I'm Dicky with Marion Technical College

250+ Views

# CELEBRATING NEW HIRES!



# EARNED MEDIA



CareerSource Citrus Levy Marion - Chiefland Career Center Manager Debbie Letterman shares information about this resource.



Melissa Sarno, business development manager at the Chiefland CareerSource Citrus Levy Marion office, shares information about this resource, including how employers can utilize available resources to help their workers improve certain skills.

Two speakers from CareerSource Citrus Levy Marion - Chiefland Career Center Manager Debbie Letterman and Melissa Sarno, business development manager at the Chiefland office, spoke about that state agency's services to help connect employers with workers, and other services it provides.

To learn more about CareerSource Citrus Levy Marion, including upcoming job fairs, click [HERE](#).

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EMPLOYMENT

## Marion experts say jobs will be available for those who need them in 2023

Austin L. Miller  
Ocala Star-Banner  
Published 5:01 a.m. ET Dec. 11, 2022

Local experts are predicting a robust job market for 2023. Nursing, teaching and construction are among the sectors local officials believe will be especially open for job seekers.

If people already employed are thinking about improving their status, exploring other options or changing careers, then there may be a job waiting for them.

Levy CITIZEN

On-the-job Training program offsets costs to find, train needed workers

Ocala — CareerSource Citrus Levy Marion offers on-the-job training program to help employers in need of highly skilled, experienced workers.

The OJ program offsets the cost of training eligible new employees who may otherwise be a good company fit but lack the skills needed for the job.

CareerSource Citrus Levy Marion's apprenticeship program, said that OJ is designed to bridge the skills gap through training provided by the employer on the job.

OJ program costs will be paid while employees are on the job at about 50% of the cost. The program also includes on-the-job training, some "hands-on" and "classroom" training. There is a 90-day evaluation period and compensation for when the job preparation is complete.

Ocala-News

Marion Technical College to host two community job fairs next week

Marion Technical College (MTC) will host two community job fairs next week for local workers.

The OJ program offsets the cost of training eligible new employees who may otherwise be a good company fit but lack the skills needed for the job.

CareerSource Citrus Levy Marion's apprenticeship program, said that OJ is designed to bridge the skills gap through training provided by the employer on the job.

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CITRUS COUNTY CHRONICLE

No change in region's pre-holiday unemployment rate

Oct. 17, 2022

Ocala — The jobless rate in the CareerSource Citrus Levy Marion region was 3.4 percent in November, unchanged over the last two months and 0.4 percentage points lower than the region's year-ago rate of 3.8 percent. There were 7,094 unemployed residents in the region, a dip of 36 compared to October and 716 fewer than November 2021.

According to preliminary employment data released Friday by the Florida Department of Economic Opportunity, there were 202,220 employed across the region, an increase of 4,203 compared to the same time last year.

Citrus County's rate over the month is 2.6%.

Levy CITIZEN

Early bird tickets on sale for Heart of HR conference at WEC

Ocala — Early bird tickets are now available for the 2023 Heart of HR, Motivate Innovate Cultivate conference presented by CareerSource Citrus Levy Marion and the Ocala Human Resources Management Association (OHRMA).

Heart of HR takes place from 8 a.m. to 4 p.m. March 7 at the World Equestrian Center, 1390 NW 80th Ave., in Ocala. It features a full day of keynote speakers, headlined by internationally acclaimed workplace motivational humorist, best-selling author, and world-class magician Jon Pezz.

Early bird rates are \$150 for all-day access to the conference or \$175 to attend the conference plus the Heart of HR After Dark reception with Pezz the evening of March 6. Starting Feb. 16, tickets will be \$175 and \$200 respectively. Discounted rates for groups of 10 or more are also available.

Riverland News

Heart of HR discounted tickets still available

SPRBDAL to the Riverland | Feb. 6, 2023

Early bird ticket sales have been extended to Feb. 15 for the 2023 Heart of HR, Motivate Innovate Cultivate conference presented by CareerSource Citrus Levy Marion and the Ocala Human Resources Management Association (OHRMA).

Heart of HR takes place from 8 a.m. to 4 p.m. March 7 at the World Equestrian Center, 1390 NW 80th Ave., in Ocala. It features a full day of keynote speakers, headlined by internationally acclaimed workplace motivational humorist, best-selling author, and world-class magician Jon Pezz.

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# LIVE BUSINESS SHOWCASE



**January**  
Nash Plumbing and Mechanical

**February**  
ABCO Transportation and R+L Global  
Marion County Public Schools

**March**  
TrueCore Behavioral Solutions



# UPCOMING/ONGOING PROJECTS



## OJT CAMPAIGN ENDED

Dec. 16, 2022 - Jan. 16, 2023  
14,149 Impressions | 4,799 Reached | 167 Clicks



## SPEECHCRAFT RESTART

Toastmasters Internationals accelerated programs is set to start



## LOCKHEED MARTIN

Currently recruiting for 3 new sessions to start months apart



## MEGA JOB FAIR

In partnership with NCFM, Wind FM, and K-Country



## 2023 CONFERENCE

Digital ADs, social media, creation of programs, sponsorships, run of show, and more



## JOB SEEKER NEWSLETTER

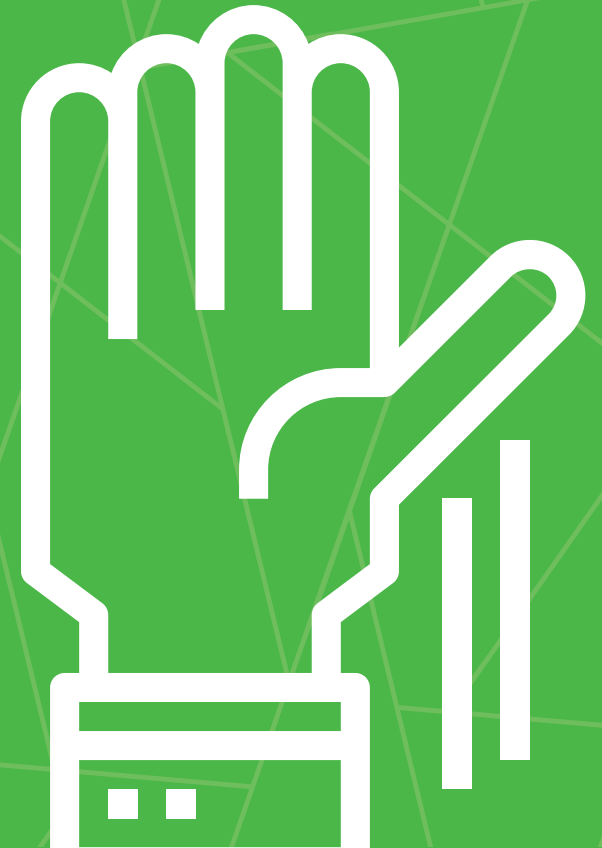
1,130 subscribers (organically cultivated)  
Avg. 27% Open Rate  
Avg. 3.8% Clicks in Email



## LIKE/SHARE/FOLLOW

Help amplify our message by engaging with our social media content!

**QUESTIONS?**



## **BOARD and STAFF engagement with CSCLM social media**

### **FACEBOOK (Jan. 3 – Feb. 3, 2023)**

**2.3K Likes | 2.6K Followers**

#### **Board**

- Following: 2
- Likes: 1

**Staff** (Current): 20

Staff (Former): 5

#### **Engagement (Likes, Comments, Shares)**

#### **Board**

- Reactions 3
- 0 Comments
- 0 Shares

#### **Staff**

- Reactions 60
  - 11 one time
  - 16 (2 or more times; average 3 reactions with one employee reacting 13 times or 27% of all staff reactions)
- Comments Staff contributed 4 of 27 comments
- Shares 19
  - 9 Staff shared 19 times
  - 5 shared 1x, 1 shared 2x, 1 shared 3x, 1 shared 5x and 1 shared 8x

### **LINKEDIN | 823 Followers**

#### **Board** 7

- Reactions 5 of 87 (four from same person)
- Reposts 1 of 135 (Carl)

**Staff** 41 current and 24 former staff members

- Reactions 7 of 87
- Reposts 5 of 135