



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

## MARKETING AND OUTREACH COMMITTEE AGENDA

Wednesday, May 24, 2023 – 9:00 a.m.

Zoom Meeting: <https://us02web.zoom.us/j/87099615684>

Phone No: 1-646-558-8656 (EST) Meeting ID: 870 9961 5684

Call to Order  
Roll Call  
Approval of Minutes, February 22, 2023  
Pages 2 - 6  
C. Flanagan  
C. Schnettler  
C. Flanagan

### DISCUSSION ITEMS

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

### PUBLIC COMMENT

### ACTION ITEMS

Top Workplaces  
Pages 7 - 26  
D. French

### PROJECT UPDATES

Marketing and Outreach Report  
Pages 27 - 40  
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: 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

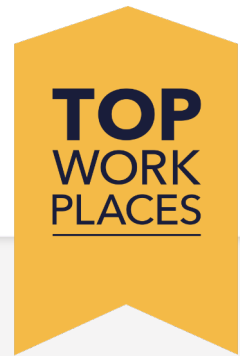
### **ADJOURNMENT**

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](https://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](https://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  
[topworkplaces.com](https://topworkplaces.com) | 800-749-0187



## **RECORD OF ACTION/APPROVAL**

### **Marketing Committee Wednesday, May 24, 2023**

#### **TOPIC/ISSUE:**

Top Workplaces Project

#### **BACKGROUND:**

Top Workplaces is a free employer-recognition program designed to help bolster businesses' efforts to recruit and retain the right talent.

Based solely on employee feedback, captured by a research-backed employee engagement survey, the program helps organizations measure, shape, and showcase their culture to build a sustainable competitive edge. In addition to helping businesses get noticed and strengthen employer brand, Top Workplaces provides participating organizations with deeper culture insights, employee comments, and statements for important demographics such as DEI.

Directed by the Outreach Committee to explore the viability of Top Workplaces for the CLM region, staff met with the team from Energage (Top Workplaces) and representatives from the Ocala Human Resources Management Association, OHRMA, which is a chapter of the Society of Human Resource Managers (SHRM). A research study funded by the SHRM Foundation shows award-winning organizations excel at recruitment and retention.

#### **POINTS OF CONSIDERATION:**

- Participating organizations in our region need 35 or more employees.
- It was determined that Top Workplaces does not conflict with the "Best of" and "Readers' Choice" recognition programs conducted by area media that have members of the community/customers vote for their favorite businesses in a variety of categories. Those programs typically serve as a revenue-generating source for the outlet by charging businesses to get on the ballot and/or for promotional ads.
- Top Workplaces partners with media in major metropolitan areas - in Florida its Orlando, Jacksonville, Miami, Tampa, and Sarasota – to promote the program, host awards events, and provide additional advertising and coverage. Depending on the outlet, it can be used as a revenue source, such as by charging a license fee for the awards badge which Top Workplaces provides for free. Because the CLM Market Service Area is not considered a major metro we are exploring whether CareerSource CLM could serve as Top Workplaces convener.

- OHRMA representatives expressed interest in the program and have been provided with more information. Next step is setting up a meeting with Energage to meet with their board and/or membership.
- The process is confidential; only those businesses named as Top Workplaces will be identified. However, insights are available to all participating organizations regardless of whether they are named a Top Workplace.
- While each participating organization receives workplace cultural benchmarks at no charge, businesses have the option to obtain further fee-based products/guidance from Energage.

#### ***STAFF RECOMMENDATIONS:***

Direct staff to pursue partnership with Energage to bring Top Workplaces to the region as a strategy to further assist businesses find, hire, and retain employees. In addition to outreach, the program could include, but is not limited to, recognition events showcasing the area's Top Workplaces.

#### ***COMMITTEE ACTION:***

#### ***BOARD ACTION:***

**TOP**  
**WORK**  
**PLACES**  
**2023**

# Top Workplaces

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# OVERVIEW



# What is the Top Workplaces program?

Top Workplaces offers a win-win-win for all involved stakeholders:

- New revenue streams, compelling content and an overall boost your brand and/or membership.
- As your research partner, we help identify companies that have a winning culture, as determined by those who know it best – the employees.

*“The most successful companies  
are the ones employees believe in.”*



Energage.com

# Our current partners

We conduct the **Top Workplaces** program in partnership with 60+ prestigious media partners across the United States, such as *The Washington Post*, *The Arizona Republic*, *Chicago Tribune*, and *The Boston Globe*.



# What's in it for our Partners?

## Advertising/Event Revenue and Research

- ❖ Generate advertising revenue through the publication of the list of companies that qualify as Top Workplaces
- ❖ Give companies an opportunity to celebrate at an event, which can be another revenue producer
- ❖ Publish unique research on issues of organizational culture and leadership.
- ❖ Licensing of the Logo to winning companies.

### Requirements:

- ❖ Both our partner & Energage will participate in outbound marketing to attract participants.
- ❖ Energage requires an active list of key contacts to invite to participate



Energage.com



# The process.

It's simple! **Energage** recruits participating companies, administers the survey, and creates the list of top-ranking businesses.

The partner promotes the program to generate additional leads, sell ads in a publication that features the list of **Top Workplaces**, and host a celebratory event.



# Sample Timeline

## Energage: What we do

- Jun-Jul 2023
  - ❖ Recruit companies to participate
  - ❖ Work closely with companies to manage survey process.
- Aug 2023
  - ❖ Analyze results and generate the list of businesses that meet our standards for Top Workplaces.
  - ❖ Provide to the Partner a complete and final list of Top Workplaces.
- Sep-Oct 2023
  - ❖ Offer dedicated support and share best practices to help you reach your goals.



Energage.com

# Sample Timeline

## Partner: What you do

Jun-Aug 2023

- ❖ Create a launch article, begin promotions.
- ❖ Promote the program to generate nomination leads.

Sep – Oct 2023

- ❖ Write editorial content for publication.
- ❖ Sell advertising space to support the publication.
- ❖ Publish the content in print and online.
- ❖ Host a celebration event!



# What is Energage?

**We're on a mission to make the world a better place to work together.**

Founded in 2006, **Energage** is a leading culture technology and workplace improvement research company. In 2022, we surveyed more than 2 million employees at more than 7,000 organizations that participated in Top Workplaces campaigns.



**Energage** is a founding B Corporation member, a coalition of organizations that are leading a global movement to redefine success in business by offering a positive vision of a better way to do business.



# Workplace Survey

Issue a single, five-minute employee engagement survey to gain valuable feedback and qualify for Top Workplaces regional and national employer recognition as well as industry and culture excellence awards.

## Reduce survey fatigue.

Workplace Survey is the only employee engagement survey that offers analytics, employer branding, and regional, national, industry, and culture excellence recognition from one survey.

## Engage and retain your employees.

“I work for a Top Workplace!” Employer recognition awards can boost retention by being a source of pride for employees working at a Top Workplace.

## Benefit from the industry’s most robust benchmarking capabilities.

Because Workplace Survey is used by thousands of companies seeking Top Workplaces recognition, the Energage Platform is able to draw on the industry’s richest data set from which to apply the most accurate comparative analytics to deliver unmatched culture analysis.

## Survey with greater confidence.

Bring instant credibility to your annual employee survey with the Energage 24-statement survey, comprised of research-based statements, continuously tested and updated by in-house survey experts and data analysts.

## Foster a diverse, equitable, and inclusive environment.

Brand new updates to Workplace Survey help organizations navigate the new world of work by measuring how important demographics view the culture at your organization.

Workplace Survey measures 15 Culture Drivers common across all Top Workplaces, as well as what we call The Basics, The Leader, and Engagement.

Each Workplace Survey statement is measured using a seven-point Likert scale, from “Strongly Disagree” to “Neutral” and “Strongly Agree.” Demographic questions are included to measure responses from different groups.

## Culture Drivers

### Direction

I believe [this company] is going in the right direction.

### Values

[This company] operates by strong values.

### Cooperation

There is good inter-departmental cooperation at [this company].

### Meetings

Meetings at [this company] make good use of my time.

### Appreciation

I feel genuinely appreciated at [this company].

### Meaningfulness

My job makes me feel like I am part of something meaningful.

### Clued-In Employees

I feel well-informed about important decisions at [this company].

### Clued-In Leaders

[Senior managers] understand what is really happening at [this company].

### Concerns

My [manager] cares about my concerns.

## Culture Drivers (continued)

### Development

My [manager] helps me learn and grow.

### Potential

[This company] enables me to work at my full potential.

### Execution

At [this company], we do things efficiently and well.

### Open-Mindedness

[This company] encourages different points of view.

### Innovation

New ideas are encouraged at [this company].

### Inclusion

I feel included at [this company].

## The Basics

My pay is fair for the work I do.

I get the formal training I want for my career.

I have the flexibility I need to balance my work and personal life.

My benefits package is poor compared to others in this industry.

This job has failed to meet the expectations I had when I started.

## Engagement

[This company] motivates me to give my very best at work.

I have considered searching for a better job in the past month.

I would highly recommend working at [this company] to others.

## The Leader

I have confidence in the leader of [this company].

## Demographic Questions

How long have you worked at [this company]?

- Less than 6 months
- 6 to 12 months
- 1 to 3 years
- 3 to 5 years
- 5 to 10 years
- 10 to 15 years
- More than 15 years

### Trusted Employee Engagement Survey

23M employee voices

70K companies surveyed

15 years as the engine powering  
55+ Top Workplaces regional  
programs

Confidentiality promise

Which best describes your connection to this company?

- Part-time Employee
- Full-time Employee
- Contractor/Temp/1099



Which of the following best describes your position?

- Team member
- Manager
- Senior Manager

What is your annual income from [this company]?

- Less than \$30,000
- \$30,000 - \$50,000
- \$50,000 - \$100,000
- More than \$100,000

What is the 3-digit area code for the local phone number at your primary work location?

Which of the following describes your current remote/work-from-home situation:

- Fully Remote
- Mostly Remote
- Mostly Onsite
- Fully Onsite

## DEI Demographic Questions

Updates to the Workplace Survey help organizations navigate the new world of work by measuring the perception of your culture across [key demographics](#).

Diversity, equity, and inclusion are important to Energage and many organizations we work with, so three of our DEI demographics are on by default. However, these can be disabled. Answers to these questions are **not included in standard results**, but an [expert-crafted deep-dive can be purchased](#) via your Account Manager.

What is your gender identity?

- Male
- Female
- Non-binary
- Other gender (optionally specify)

Which comes closest to describing your race/ethnicity?

- American Indian, Native American, or Alaska Native
- Asian
- Black or African American
- Hispanic or Latina/o/x
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- Two or more races/ethnicities
- White
- Other race/ethnicity (optionally specify)

What is your sexual orientation?

- Heterosexual/straight
- Lesbian or gay
- Bisexual
- Other sexual orientation (optionally specify)

What is your age?

- Less than 25 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65 or older

## Conditional Comments

We also ask each employee four comment questions about the responses that showed the most passion or stood out from the rest of the company.

### Values

Share an example of [this company] operating by strong values.

In what ways are we not operating by strong values at [company name]?

### Interdepartmental Cooperation

Which departments at [this company] cooperate together best?

Which departments need to cooperate better with other departments at [this company]?

### Direction

What do you like about the direction [this company] is going?

What are your concerns about the direction [this company] is going?

### Meetings

What do you like about meetings at [this company]?

What do you dislike about meetings at [this company]?

### Appreciation

What makes you feel appreciated at [this company]?

What gets in the way of you feeling genuinely appreciated at [this company]?

### Meaningfulness

What do you find most meaningful about working at [this company]?

What's getting in the way of your job feeling more meaningful?

### Clued-In Employees

What do you most value being well- informed about at [this company]?

What would you like to be more informed about at [this company]?

### Clued-In Leaders

What do [senior managers] do to show they know what's really going on?

What is happening at [this company] that [senior managers do not] understand?

### Potential

How does [this company] empower you to use your full potential?

What gets in the way of you using your full potential at [this company]?

### Development

How does your [manager] help you learn and grow?

How could your [manager] better support your learning and growth?

### Concerns

How does your [manager] show they care about your concerns?

What would make you more likely to share concerns with your [manager]?

### Inclusion

What helps you feel included at [this company]?

How could we help you feel more included at [this company]?

### Execution

What does [this company] do efficiently and well?

What does [this company] do inefficiently or poorly?

### Open-Mindedness

How are different points of view encouraged at [this company]?

Why might someone hesitate to share a different point of view at [this company]?

### Innovation

How are new ideas encouraged at [this company]?

What gets in the way of new ideas at [this company]?

### Expectations

What makes this job better than you expected when you started?

How has this job not met your expectations?

### Work/Life

How does [this company] help you balance work and life?

What improvements to work/life flexibility would you value most?

### Formal Training

What formal training have you found most valuable?

What kind of formal training would you value most?

### Benefits

What aspects of your benefits package do you find most valuable?

What change in your benefits package would be most valuable to you?

### Leader

What about the [leader] of [this company] inspires your confidence?

What could the [leader] of [this company] do to gain your full confidence?

## Additional Questions

## 3-Word Culture

What three words best describe the culture at [this company]?

Combining our patent-pending, text-processing technology with expert interpretation helps you to better understand your culture, the impact it has on employee engagement, and whether or not it's the culture your organization needs to accomplish its goals.

### Productivity

What about [this company] is motivating to you?

What gets in the way of you feeling motivated at [this company]?

### Recruiting

Why would you recommend working at [this company]?

What makes you hesitate to recommend working at [this company]?

### Retention

Why would you recommend working at [this company]?

What makes you hesitate to recommend working at [this company]?

Energage delivers analysis on what's helping and hurting your organization so you can:



Increase  
engagement



Reduce  
turnover



Improve  
performance

Start the conversation with the industry's most credible employee engagement survey.

Visit [energage.com](https://energage.com)



OUTREACH COMMITTEE  
MAY 2023

# COMMUNICATIONS UPDATES/HIGHLIGHTS



# TOP WORKPLACES

- Current employees rate their employers to receive top award
- No charge to participate
- Receive key insights
- OHRMA interested
- Opportunity for award's coverage and media sponsors
- Need board approval to continue with next steps

The screenshot shows the homepage of the Top Workplaces website. The header is dark blue with the Top Workplaces logo on the left and navigation links (Companies, About, Resources, Community, Why Top Workplaces) in the center. On the right, there are buttons for 'Nominate Your Workplace' and 'Sign In'. The main heading is 'The Gold Standard of Employer Recognition'. Below this, there are three main sections: 'Nominate Your Workplace' on the left, three award medals in the center, and 'Find a Top Workplace' on the right. The 'Nominate Your Workplace' section includes a text input field for 'Enter Email Address' and a 'Let's Get Started' button. The center section features three medals: 'TECHNOLOGY INDUSTRY TOP WORK PLACES 2023', 'TOP WORK PLACES 2023 USA', and 'TOP WORK PLACES 2023 PURPOSE & VALUES'. The 'Find a Top Workplace' section includes a text input field for 'Search Company Name' and a 'Find a Top Workplace' button. At the bottom, there is a section titled 'Top Workplaces Get Featured in Top Publications' with logos for The Washington Post, The Inquirer, The Boston Globe, The San Diego Union-Tribune, and INDYSTAR.

**TOP WORK PLACES**

Companies ▾ About Resources ▾ Community Why Top Workplaces

Nominate Your Workplace Sign In

## The Gold Standard of Employer Recognition

### Nominate Your Workplace

Be known as one of the nation's Top Workplaces

Let's Get Started

### TECHNOLOGY INDUSTRY

**TOP WORK PLACES 2023**

### TOP WORK PLACES 2023 USA

### PURPOSE & VALUES

**TOP WORK PLACES 2023**

### Find a Top Workplace

Work for and do business with the nation's best

Find a Top Workplace

Top Workplaces Get Featured in Top Publications

The Washington Post The Inquirer The Boston Globe The San Diego Union-Tribune INDYSTAR



# WEBSITE AUDIT AND ISSUES

Our Mobile Career Centers are back on the road! Click here to see where they will be this month.



CANDIDATES ▾

BUSINESSES ▾

CALENDAR

NEWSROOM

ABOUT US ▾

REPORTS



## Connecting local talent to the businesses that want to hire them.

CareerSource Citrus Levy Marion is the region's leader in workforce development. We collaborate with community partners to develop world-class education/training and employment services to meet regional needs.

Candidates

Businesses

QUICK LINKS: [Biz Spot Podcast](#) | [Workforce Reports](#) | [Search for Jobs](#)

- Current PHP is at max update (PHP is a type of computer language to develop websites and applications)
- This serves as a major security risk as new updates cannot currently be applied
- WordFence upgraded
- Multifactor authentication turned on to help cushion security risk but needs stronger solution in near future
- Website last updated in the 2016 - 2017 fiscal year
- Audited all CareerSource Florida regions' websites for top features and best practices

## CALENDAR

MAY 17

### Mobile Career Center | Central Ridge Library

10:00am-03:00pm  
Beverly Hills, FL

Mobile Career Center will be at the Central Ridge

[View Event Details](#)

MAY 18

### Committee Meeting | Career Center

09:30am-10:30am  
Ocala, FL

Please be advised the next committee meeting will be

[View Event Details](#)

MAY 18

### Mobile Career Center | Marion Oaks Community Center

10:00am-03:00pm  
Ocala, FL

Mobile Career Center will be at the Marion Oaks

[View Event Details](#)

MAY 18

### Hiring Event | Distribution and Manufacturing

05:00pm-07:00pm  
Ocala, FL

Looking for a new job? Explore the Distribution and

[View Event Details](#)

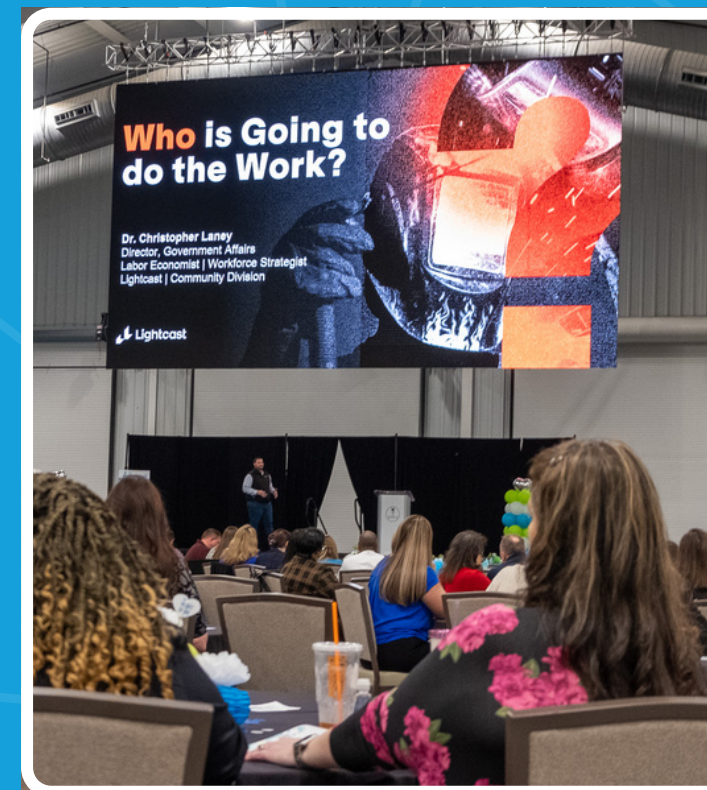


# MEGA JOB FAIR





# 2023 HEART OF HR CONFERENCE





# MARION COUNTY YOUTH JOB FAIR





# LEVY COUNTY YOUTH JOB FAIR





# PHOENIX RISING YOUTHBUILD

Wall Raising - April 11, 2023





# CELEBRATING NEW HIRES!





# SHORT FORM VIDEOS

## Job Fair Ready #1

Careersource Citrus Levy Marion  
April 14 · 🌐

Get ready for the [Marion County Youth Job Fair 2023](#) with us starting with a [#resume](#).

Career Coach Tia has all the best tips!

- ✅ Check your spelling and grammar
- ✅ Quantify your job experiences... [See more](#)



1,100+ Views

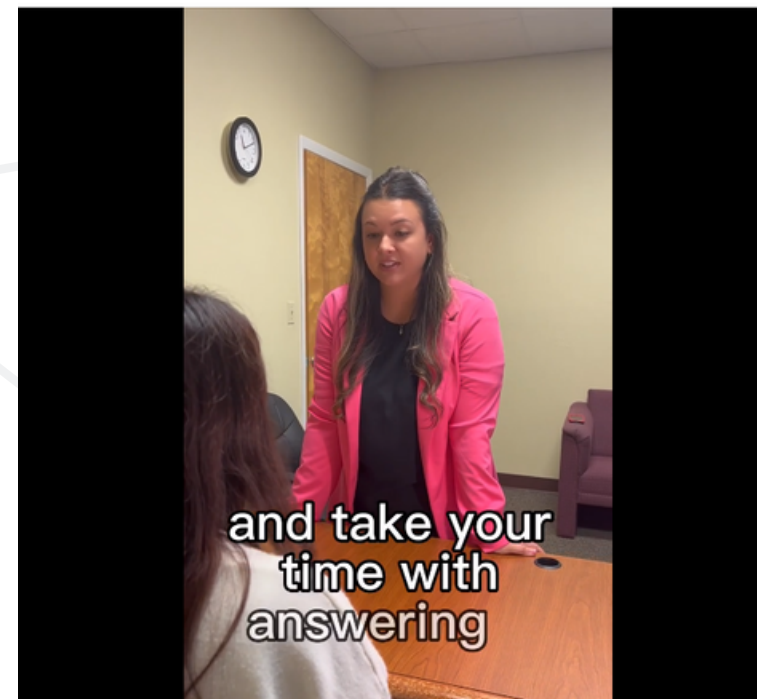
## Job Fair Ready #2

Careersource Citrus Levy Marion  
April 21 at 9:00 AM · 🌐

Get ready for the [Marion County Youth Job Fair 2023](#) by going through some [#interview](#) techniques with us!

Career Coach Tia is back at it again.

- ✅ Remember to breathe
- ✅ Use your work experience in your answers... [See more](#)



670+ Views

## Job Fair Ready #3

Careersource Citrus Levy Marion  
April 26 at 9:00 AM · 🌐

The [Marion County Youth Job Fair 2023](#) is [#tomorrow](#)! Make sure you have an outfit picked out before tomorrow's event with a little help from Career Coach Tia!

We look forward to seeing you there! If you haven't registered yet, click here: [bit.ly/YOUTHJOBS](https://bit.ly/YOUTHJOBS)



550+ Views



# LIVE BUSINESS SHOWCASE



**March 15**

TrueCore Behavioral Solutions

**April 5**

World Equestrian Center and Marion County  
Public Schools

**April 19**

Chick-fil-a Ocala

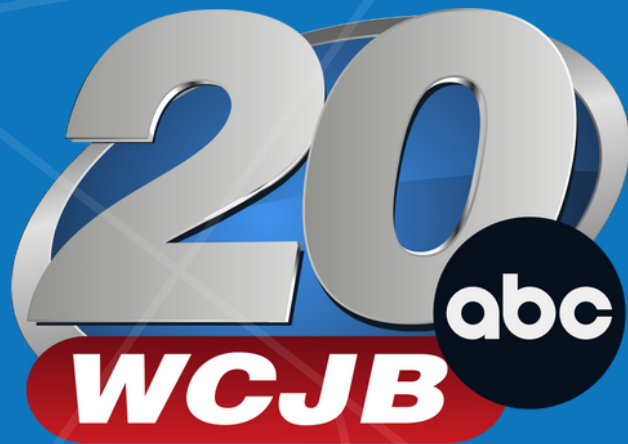
**May**

Crystal River Health and Rehabilitation Center





# EARNED MEDIA



## Florida's unemployment numbers for January

Published: Mar. 14, 2023 at 12:13 AM EDT

f t i n



YOUR LOCAL STATION  
**DALE FRENCH**  
CAREER SOURCE CLM EXECUTIVE VICE PRESIDENT

## Ocala CEP highlights Heart of HR conference



**Ashley Shorb**  
President of OHRMA

**Dale French**  
Executive Vice President at CLM

## Fate of Dunnellon's police force remains uncertain / A3



## Citrus' 3.8% jobless rate unchanged in March

**By MICHAEL E. BATES**  
Citrus County's unemployment rate in March held at 3.8 percent, a drop of 0.1 percentage point from February, according to the Florida Department of Economic Opportunity (FDOE).



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## Raking together for a cause



## The front door, threshold of welcome – and perilous border

**By TED ANTHONY**  
A dog sitting on a porch.

When a dog sits on a porch, it is a place where the welcome and often friendly greeting, where a dog sits on a porch, it is a place where the welcome and often friendly greeting, where a dog sits on a porch, it is a place where the welcome and often friendly greeting.



**Crystal River community partners with Duke Energy for Copeland Park cleanup**

**LOCAL**

## Looking for work? Marion County Public Schools seeks to fill these roles



Don't miss it: Marion County Public Schools is seeking qualified individuals for several positions and for upcoming...



## Opportunity awaits

Levy County Youth Job Fair set for May 4

**By MICHAEL E. BATES**

From 10 a.m. to noon at the College of Central Florida, Jack Ruffalo, Levy County Sheriff's Office, is excited to see the youth of Levy County.



Young job seekers are seen interacting with employers during the 2023 Levy County Youth Job Fair on May 4, 2022.

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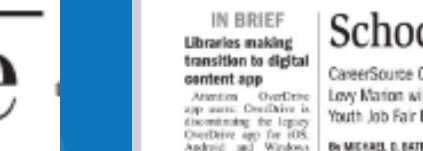
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## Job rate holds steady in region

**By RAYSLAND HEARS**

The jobless rate in the Central Florida region held steady at 3.8 percent in March, according to the Florida Department of Economic Opportunity (FDOE).

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## School's almost out – time to find a job

**CareerSource Citrus**

**Levy Marion will host Youth Job Fair May 4**

**By MICHAEL E. BATES**

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# PAST/ONGOING PROJECTS



## 2023 HEART OF HR CONFERENCE

200 tickets sold (including sponsors)  
Overall experience received 4.8/5 in survey  
Facebook Ads CTR: 1.07%  
LinkedIn Ads CTR: 1.24%



## SPEECHCRAFT SESSION 2

Toastmasters Internationals accelerated programs have started



## SPEAKER'S KIT UPDATE

PowerPoints and collateral being updated for staff use as well as speaker's bureau



## TRI-COUNTY JOB AND RESOURCE FAIR

In partnership with the College of Central Florida and Tri-County Resource Center on **July 20**



## JOB SEEKER NEWSLETTER

1,260 subscribers (organically cultivated)  
Avg. 27% Open Rate  
Avg. 3.8% Clicks in Email



## WEBSITE AUDIT/ UPDATE

Will continue to look at various solutions to better provide online security and user experience.



## STATEWIDE BUSINESS SERVICES

"Your Next Hire is Here" campaign was launched by CareerSource Florida to reengage businesses that have used services in the past.



## CO-OP PLAN: CRISIS COMMUNICATIONS

Part of the Continuity of Operations plan's committee to advise, edit, and create plan.

**QUESTIONS?**

