



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

MARKETING AND OUTREACH COMMITTEE AGENDA

Tuesday, September 12, 2023 – 9:00 a.m.

Zoom Meeting: <https://us02web.zoom.us/j/86704352587>

Phone No: 1-646-558-8656 (EST) Meeting ID: 867 0435 2587

Call to Order		C. Flanagan
Roll Call		C. Schnettler
Approval of Minutes, May 24, 2023	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

Event Report	Page 4	C. Weaver
Top Workplaces		D. French
Marketing and Outreach Report	Pages 5 - 19	L. Byrnes

MATTERS FROM THE FLOOR

ADJOURNMENT

2023 – 2024 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	
8/15/2023	8/16/2023	8/24/2023	8/30/2023	9/13/2023	9/27/2023	CF Levy
11/7/2023	11/8/2023	11/16/2023	11/15/2023	12/6/2023	12/13/2023	CF Ocala
2/6/2024	2/7/2024	2/15/2024	2/21/2024	2/28/2024	3/20/2024	CF Lecanto
5/7/2024	5/8/2024	5/16/2024	5/22/2024	5/29/2024	6/5/2024	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: May 23, 2023
PLACE: College of Central Florida, Enterprise Center
TIME: 9:00 a.m.

MEMBERS PRESENT

Carl Flanagan, Chair
Kathy Judkins
John Murphy

MEMBERS ABSENT

Kim Baxley
Darlene Goddard
Theresa Flick

OTHER ATTENDEES

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

Cira Schnettler, CSCLM

CALL TO ORDER

The meeting was called to order by Carl Flanagan, Chair at 9:03 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 February 22, 2023, meeting. Kathy Judkins seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Dale French updated the committee on the following item:

- Rusty Skinner is attending a meeting today with DEO, CareerSource Florida, and the regional directors to discuss the next steps in the realignment process, system improvements, as well as regional planning. We will be discussing regional planning at the upcoming Executive meeting and putting together an analysis of how we can interact with other regions within the areas of targeted sectors and economic development.
- DEO will now be called the Department of Commerce. Enterprise Florida will be placed under the umbrella of the Department of Commerce

Workforce Issues that are Important to Our Community

Committee members and staff engaged in a conversation regarding the potential of the influx of individuals relocating to the region and how it could create opportunities for accessing skilled workers.

There was no other discussion.

PUBLIC COMMENT

None

ACTION ITEMS

Top Workplaces

Dale French expanded upon the proposal to collaborate with Energage for the Top Workplaces program. Our partnership would involve working alongside OHRMA, media platforms, and the local business community.

Further conversation revolved around the potential of spearheading this program within the community to generate greater awareness of our services among the local residents.

John Murphy made a motion to move ahead with the Energage program. Kathy Judkins seconded the motion. Motion carried.

PROJECT UPDATES

Marketing and Outreach Report

Laura Byrnes highlighted a significant project planned for the upcoming program year, which involves a comprehensive overhaul of the website. She elaborated on how this revamp would bring substantial improvements to both security measures and the overall user experience.

Additionally, she clarified that the availability of earned media opportunities is diminishing, and the constrained budgets have affected paid media placements as well. To navigate these challenges, the communications team will strive to leverage as many cost-free resources as they can.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 10:05 a.m.

APPROVED: _____

PY 22 - 23 Individual Events

Total Events: 47
Attendees: 799
Reported Hires: 297

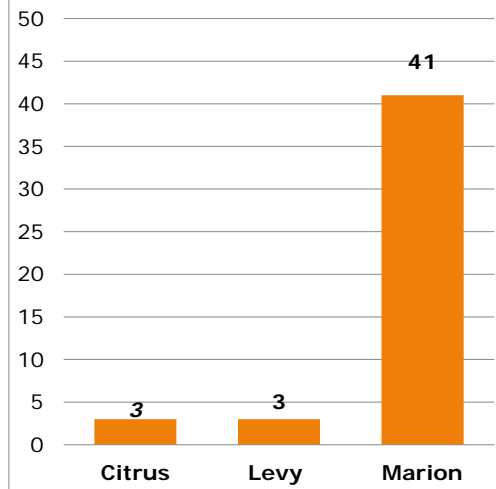
PY 22 - 23 Job Fairs

Attendees: 481
Businesses: 121

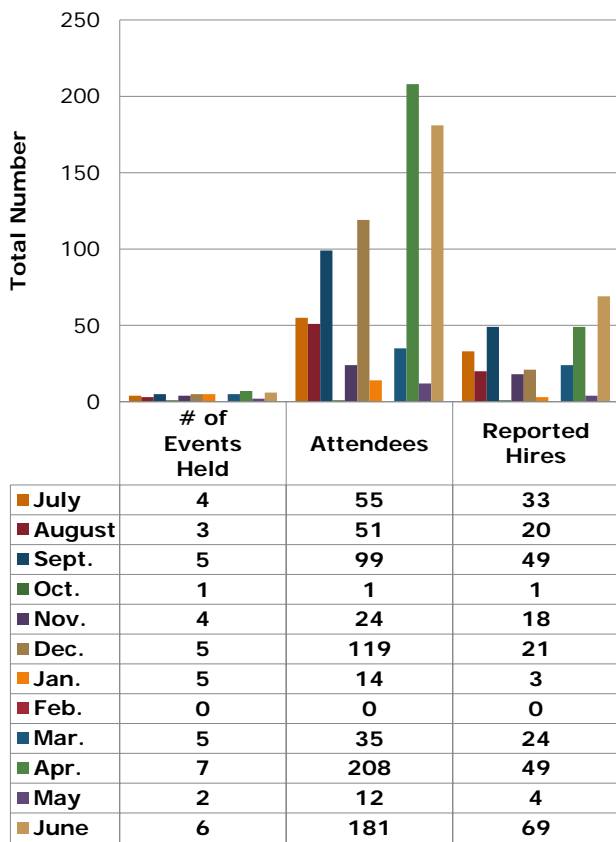
PY 22-23 Partner Job Fairs

Attendees: 252
Businesses: 43

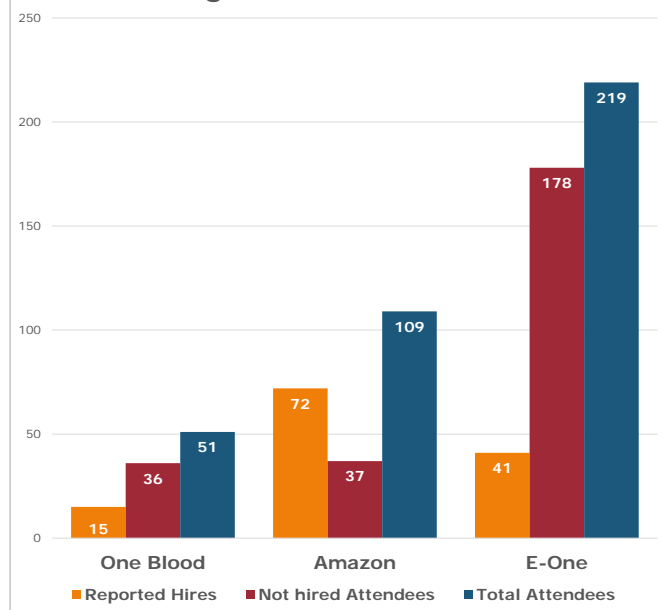
Hiring Events by County
PY 22-23



Individual Hiring Events



Top 3 Hiring Events
Program Year 2022-2023



Other Recruitment Events 04/2023-06/2023

Event Date	Event Name	Event Location	County
4/10 -4/12	World Equestrian Center	World Equestrian Center	Marion
5/31/2023	Crystal River Health and Rehabilitation	Lecanto Office	Citrus
06/13-06/15	Aerotek	14th Street Office	Marion
4			



OUTREACH UPDATE

AUGUST 30, 2023



TABLE OF CONTENTS

1. Overview of Past Events and Job Fairs
2. Staff Speechcraft Update and Trajectory
3. Business Showcase Review
4. In the News: CSCLM Highlighted
5. Social Media Quick Review
6. In Progress: Website Refresh
7. Celebrating New Hires

TRI-COUNTY JOB AND RESOURCE FAIR



UPCOMING JOB FAIRS

Citrus County Job Fair

Thursday, Aug. 31 | 2 - 4 p.m.
Realtor's Association of Citrus County
(714 S. Scarboro Ave., Lecanto, FL 34461)

Find the start of your next career close to home in Citrus County. Find a variety of job openings in all industries. This free event will be open to job seekers of all experiences, from entry-level to managerial roles. Find your first job or your next step at the job fair!

Questions? Call: 800-434-5627

REGISTER TODAY
bit.ly/CCHIHRED



CareerSource Citrus Levy Marion is an equal opportunity employer/program. Auxiliary aids/services are available upon request to persons with disabilities and in Spanish. Phone numbers may be reached using TTY/TDD equipment via Florida Relay at 711. For accommodations, call 800-434-5627, ext. 7878. Programs funded by CareerSource CLM as grantee of the U.S. Department of Labor as part of awards totaling \$8.2 million, revised annually, with no funds from non-governmental sources. A proud partner of the American Job Center network and member of CareerSource Florida.



Citrus County Job Fair August 31, 2023



Marion County Job Fair September 27, 2023



Marion County Job Fair

Wednesday, Sept. 27 | 3 - 5 p.m.

College of Central Florida's Klein Conference Center
(3003 SW College Road, Ocala, FL)



REGISTER TODAY:
bit.ly/MARIONHIRED



Find a new job in a variety of industries and at any experience level in Marion County! Don't miss this opportunity to talk with local hiring businesses. Plus, be prepared for on-the-spot interviews!

This event is free and open to the public.

Need help? Call us: 800-434-5627



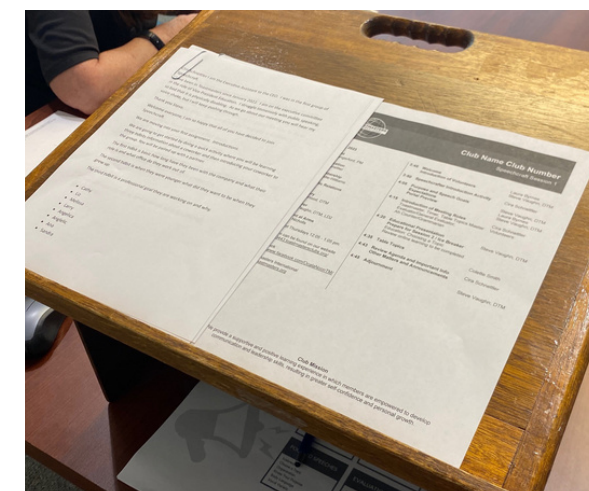
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PHOENIX RISING YOUTHBUILD DOUBLE GRADUATION



PRYB BROWN-SIMMONS HOUSE BLESSING





SPEECHCRAFT CLASS II



SPEECHCRAFT CLASS GRADUATES

SPEECHCRAFT TRAJECTORY

Speaker's Training Sept. 27



LIVE BUSINESS SHOWCASE

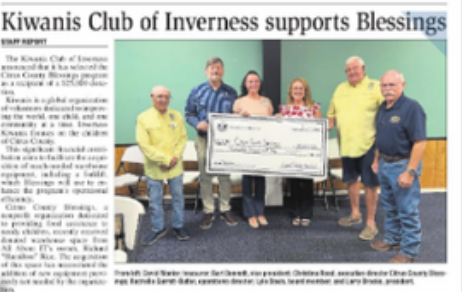
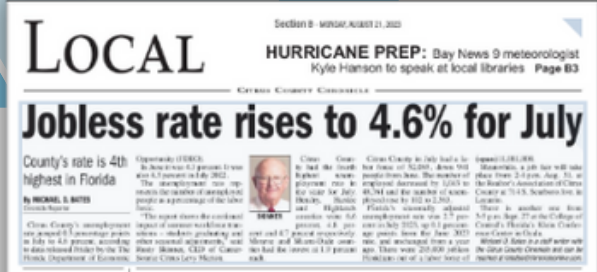
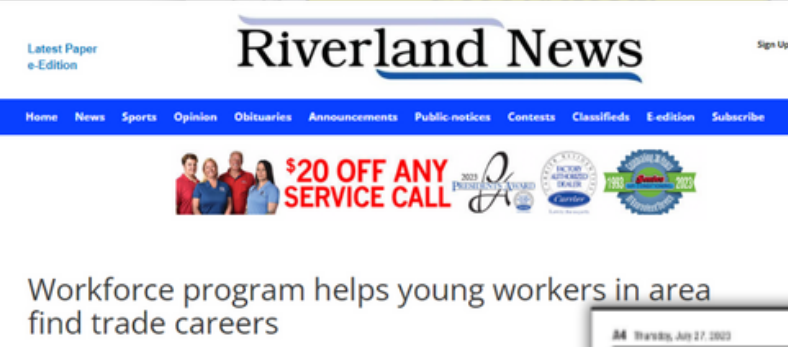
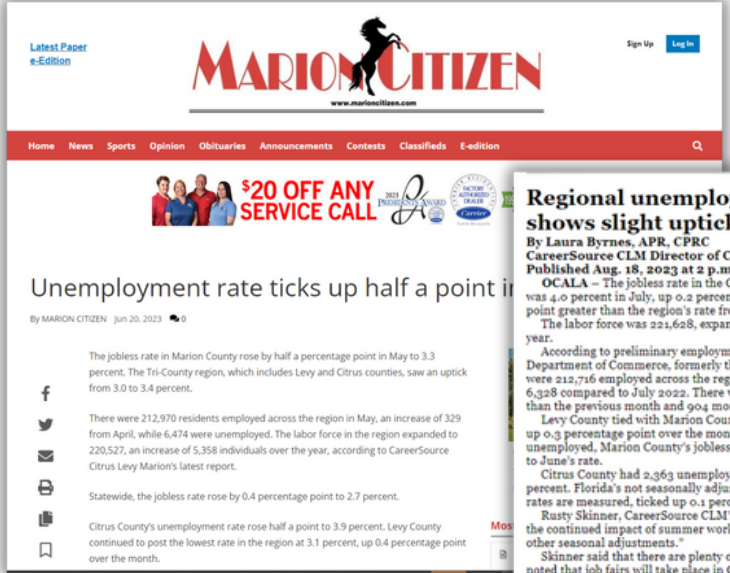


June
VIPcare

July
Marion County Public Schools
Tri-County Resource Center

August
AutoZone Distribution Center
Early Learning Coalition





SOCIAL MEDIA / DIGITAL STATS

@CareerSourceCLM

Total Followers: **2,719** 

Reach: **9,252**

Engagement Rate: **10%**

+34 page likes

Best Post

Reach: **1,328**

Shares: **22**





Total Followers: **1,478** 

Reach: **35,816**

Engagement Rate: **2%**

+94 page likes

Best Post

Reach: **6.1k**

Link Clicks: **120**



@CareerSource-Citrus-Levy-Marion

Total Followers: **945** 

Unique Impressions: **7,567**

Engagement Rate: **12.15%**

+40 followers


Best Post

Reach: **4,850**

Reactions: **199**



MailChimp (Weekly)

Total Subscribers: **1,435** 

Open Rate: **30%** *(Past 60 days)*

Click Rate: **4.7%** *(Past 60 days)*

+182 subscribers

Avg. Rates for the Non-Profit Industry

Open Rate: **25.17%***

Click Rate: **2.79%***

According to Intuit and Mailchimp*

PROJECT: WEBSITE REFRESH

Activities:

- RFP in progress
- List of web companies and designers
- Security holes patched (for now)
- Excel sheet of website best practices across CSFL region
- Creative in progress for wireframes



CONGRATULATIONS NEW HIRES





QUESTIONS?