



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

MINUTES

DATE: September 27, 2023
PLACE: College of Central Florida, Enterprise Center
TIME: 9:00 a.m.

MEMBERS PRESENT

Carl Flanagan, Chair
Darlene Goddard
John Murphy
Kathy Judkins
Kim Baxley

MEMBERS ABSENT

Staci Bertrand

OTHER ATTENDEES

Rusty Skinner, CSCLM
Dale French, CSCLM

Laura Byrnes, CSCLM

Cira Schnettler, CSCLM
Thecia Eugene, Florida Endowment
Foundation

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

John Murphy made a motion to approve the minutes from the May 24, 2023, meeting. Kathy Judkins seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner updated the committee on the following items:

- CareerSource Florida plans to present policies for regional planning, the Education Consortium and the Eligible Training Provider List at their meeting taking place during the 2023 FWDA Summit.
- The Eligible Training Provider List has been recognized by local areas as a potential source of statewide improvements. Local directors have emphasized to the State the

significance of enhancing candidate services through increased program flexibility across different regions. The State recently released a draft policy to streamline the application process by allowing providers to apply through the State level instead of the local level. For individuals utilizing our services, this change will open opportunities and offer more choices, especially online training.

- We are working with InsytAnalytics to assist us as we navigate and develop our local regional plan. There will be a presentation at the upcoming board meeting on September 27.
- InsytAnalytics representatives will also be making a targeted presentation for Citrus County at a Chamber luncheon on September 28.

Workforce Issues that are Important to Our Community

Rusty Skinner stated that he has met with Local Elected Officials in Citrus and Levy to discuss disaster assistance for individuals that were affected by Hurricane Idalia. Our mobile units were deployed to Crystal River and Inglis.

Dale French shared that in partnership with CF, a pilot program was launched with the Marion County school system to provide scholarships to temporary teachers. The scholarships would pay for any remaining courses that were needed for these teachers to receive their permanent teaching certificates. The program has been tremendously successful, and 42 scholarships have been awarded. The teachers' progress will be tracked to ensure completion of the program.

Due to the success of the program, CF has reached out to Citrus County schools to see if there is interest in implementing the program there. Levy County would then receive the opportunity to participate in the program as well.

There was no other discussion.

PUBLIC COMMENT

None

ACTION ITEMS

PROJECT UPDATES

Event Report

Dale French highlighted items from the Event Report. He noted forty-seven hiring events have occurred in this program year, with a 37% hire rate. We have had an increase in partner job fairs and are having high levels of participation. Amazon and E-One have had the most participation. The Citrus County job fair was on August 31 and the Marion County job fair will be September 27. We will be hiring business development coordinators in Citrus and Levy to work closely with the businesses in those communities. We expect to see an increase in hiring events as those relationships build.

Top Workplaces

Dale French stated that after initial discussions with the company that offers the program and gaging community interest, he recommends revisiting the idea at a later time when businesses may be more receptive to the concept. Laura Byrnes suggested

perhaps a presentation at an upcoming conference might pique interest.

Marketing and Outreach Report

Laura Byrnes highlighted a variety of events that occurred in the quarter. She noted that Speechcraft had another successful class. She also shared a video highlighting a Veteran that used our services and was successfully hired.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 10:16 a.m.

APPROVED: _____