



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

MARKETING AND OUTREACH COMMITTEE AGENDA

Wednesday, November 15, 2023 – 9:00 a.m.

Zoom Meeting: <https://us02web.zoom.us/j/87036053422>

Phone No: 1-646-558-8656 (EST) Meeting ID: 870 3605 3422

Call to Order

Roll Call

Approval of Minutes, September 12, 2023

Pages 2 - 4

A. Jones

C. Schnettler

A. Jones

DISCUSSION ITEMS

State Update

Workforce Issues that are Important to Our Community

What We Do

R. Skinner

R. Skinner

R. Skinner

PUBLIC COMMENT

ACTION ITEMS

None

PROJECT UPDATES

Event Report

Disaster Response Outreach

Marketing and Outreach Report

Page 5

Pages 6 - 7

Pages 8 - 21

C. Weaver

D. French

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: 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:_____

PY 23 - 24 Individual Events

**Total Events: 10
Attendees: 173
Reported Hires: 70**

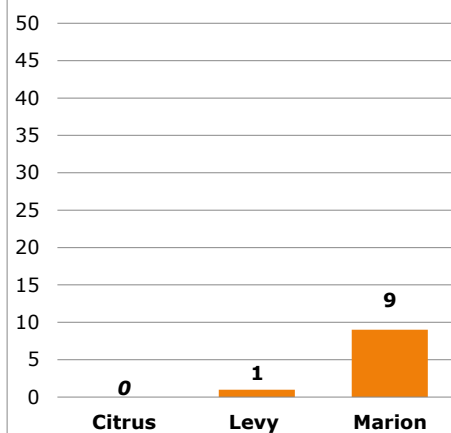
PY 23 - 24 Job Fairs

**Attendees: 283
Businesses: 47**

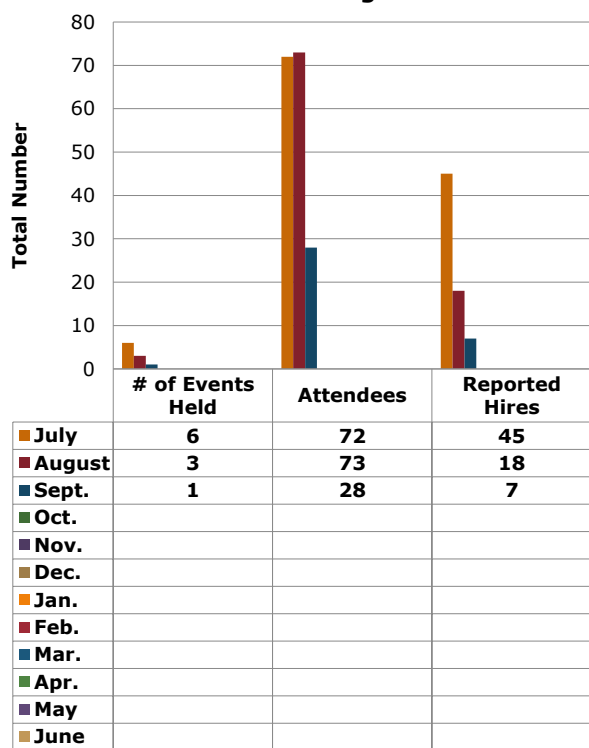
PY 23-24 Partner Job Fairs

**Attendees: 21
Businesses: 18**

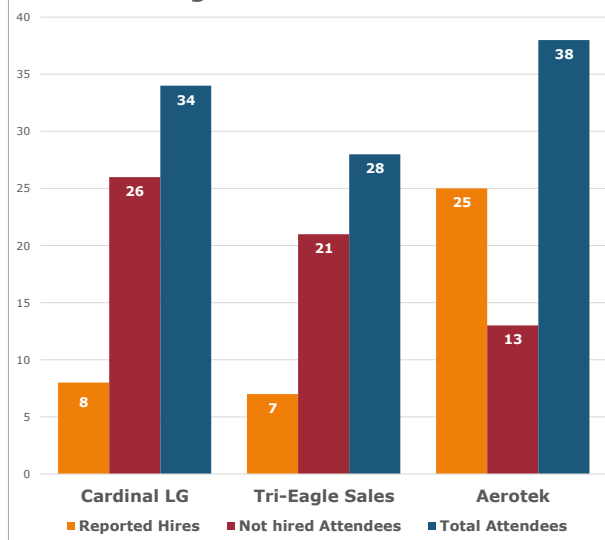
**Hiring Events by County
PY 23-24**



Individual Hiring Events



**Top 3 Hiring Events
Program Year 2023-2024**



Other Recruitment Events 7/2023 - 9/2023

Event Date	Event Name	Event Location	County
7/11	VIP Care	One Health Center	Marion
7/17	IL Department of Agriculture & Consumer Services	Chiefland Center	Levy
7/19, 7/25 and 8/15	Amazon	14th Street Center	Marion
8/17	Early Learning Coalition of Marion County	Early Learning Coalition of Marion County	Marion

CITRUS COUNTY

683 S. Adolph Point
Lecanto, FL 34461
352-249-3278

LEVY COUNTY

2175 NW 11th Drive
Chiefland, FL 32626
352-493-6818

MARION COUNTY

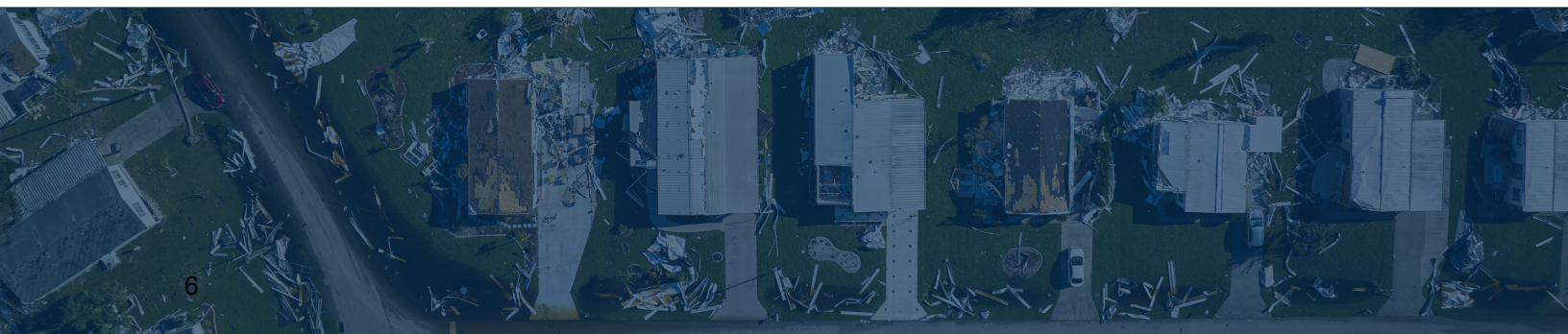
2703 NE 14th St.
Ocala, FL 34470
352-840-5700

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



Disaster Response Employment

Don't wait for an emergency
to prepare for one



Receive temporary employees to help after a disaster has occurred at no cost to you.

CareerSource Citrus Levy Marion partners with the Department of Commerce to obtain funding to offset labor costs for disaster recovery efforts for non-profit organizations and local municipalities.

Disaster Relief Employment can be broken down into two categories. If your temporary positions fit into these categories, you may be eligible to receive financial help.

- **Clean Up or Recovery Efforts** includes any job relating to demolition, cleaning, repairing, and the renovation of or the reconstruction of damaged areas.
- **Humanitarian Assistance Employment** includes any job relating to the distribution of food, medication, shelter, health and safety, and administrative work that directly supports recovery efforts.

If eligible, the grant can cover the **wages** of your temporary employees, fund **training activities**, and pay for **tools** needed in repairs (such as hard hats, shovels, rakes, etc.).

Are you eligible?

The Dislocated Worker Grant (DWG) helps communities recover from the impacts of an emergency or disaster.

Therefore, high priority applicants include public communities, facilities and properties.

What is the process?

As your workforce partner, CareerSource CLM handles all aspects of recruiting, on-boarding, payroll and workers compensation insurance for your new employee. However, **YOU** have final say on which candidate joins your team.

Eligible?

Scan the QR code or use the link bit.ly/DWGJOBS to tell us about the positions you may have.





OUTREACH UPDATE

NOV. 15, 2023

CITRUS COUNTY JOB FAIR



MARION COUNTY JOB FAIR



PRYB WALL RAISING



PRYB SUNTRAN FIELDTRIP



PAYCHECKS FOR PATRIOTS



Stats as of 11/8:

- 110+ registered
- 17 hiring businesses
- 2 Veteran organizations
- 100 SunTran bus tokens

AI: Reality, Risks and Rewards

Tue Sep 19, 2023 7:45 AM - 9:15 AM Gatlin E3 7 Attending 0 Questions

Un-RSVP Unlike session Take notes Rate Session Share my talk

Speaker



Laura Byrnes, APR, CPRC, FCWI
Director of Communications
CareerSource Citrus Levy Marion

Send Message

View Profile



Valerie Uy
Digital and Multimedia Director
CareerSource Flagler Volusia

Send Message

View Profile



Danielle Veenstra
Digital Marketing Manager
CareerSource Citrus Levy Marion

Send Message

View Profile



Dr. David L. Reed
Associate provost for Strategic Initiatives
University of Florida

Send Message

View Profile



Charlie Howell
VP of Business Development and
Technology
CareerSource Flagler Volusia

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Workforce Professional Development Summit

- 1.5 hour panel presentation
- 100+ attended
- Great feedback from audience

AI: REALITY, RISKS AND REWARDS



NEWS RELEASES

CareerSource regions team up to provide much-needed broadband infrastructure training

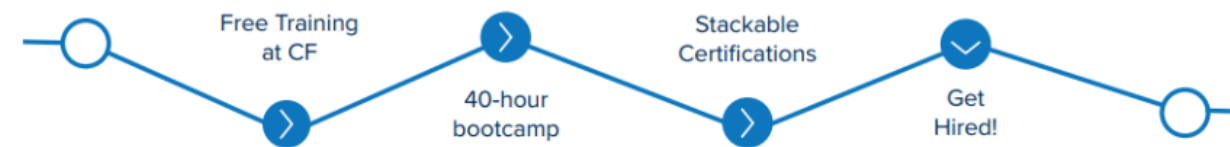


CREATING CONNECTIONS

Start Your Career in Broadband and Fiber Optics

Help bring vital high-speed internet to Levy County!

Be part of the workforce that will bring your community *up to speed*. Right now, the College of Central Florida and CareerSource CLM are partnering to create a **fully-funded education to career pathway** for new Broadband Technicians.

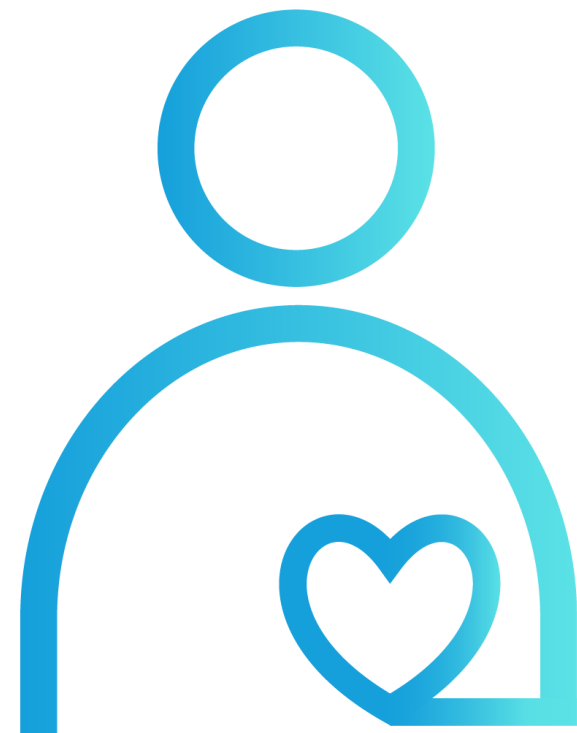


Interested? Email:
broadband@careersourceclm.com



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BROADBAND INFRASTRUCTURE GRANT



THE HEART OF HR

MEETING THE CHALLENGE



FRIDAY: APRIL 19, 2024

CELEBRATION OF SUCCESS PODCAST



Season 1 Episode 1: *"Setting up Veterans for Success"*

Guests:

- Henry Ayala, LVER
- Brad Luhellier, Maintenance Manager for Atomic Transport

Listen to it on Spotify, iHeart Radio, Amazon Music, PlayerFM, Deezer, etc.

WCLM LIVE BUSINESS SHOWCASE



November

Paychecks for Patriots
Chick-fil-A



October

World Equestrian Center
HCA Healthcare

September

Owens Corning



IN THE NEWS

careersourceclm.com/in-the-news

11th annual 'veterans friendly' Paychecks for Patriots job fair set for Nov. 9

By: [Name] | [Date]

... [Text] ...

Feeling the heat of unemployment? Cool off with new opportunities at regional fall job fair

By: [Name] | [Date]

... [Text] ...

Riverland News

Final vote on short-term rentals, new budget on Sept. 27

... [Text] ...

QUICK QUACKS

... [Text] ...

Top-ranked Red Devils dampen DHS opener

... [Text] ...

LOCAL

Where can I get help for ...

... [Text] ...

VETERANS

11th annual 'veteran-friendly' job fair set

By: [Name] | [Date]

... [Text] ...

Trunk or Treat

... [Text] ...

Ocala StarBanner

Three bold UF basketball predictions for 2023-24 season

... [Text] ...

Veterans

... [Text] ...

LOCAL

County jobless rate unchanged in September

By: [Name] | [Date]

... [Text] ...

PIRATE ROYALTY CROWNED

... [Text] ...

Crystal River City Council public meeting is today

... [Text] ...

FREE VETERANS GUIDE

BIVOUAC

VETERANS DAY

... [Text] ...

Weekly Buzz, Episode 237

... [Text] ...

CITRUS COUNTY CHRONICLE

Citrus still a commuter county

By: [Name] | [Date]

... [Text] ...

Wishing all Citrus County football teams good luck as they take on their 2023 season!

... [Text] ...

Training for high-demand, broadband infrastructure jobs will be available for Dixie, Gilchrist, Levy County residents

By: [Name] | [Date]

... [Text] ...

at chaotic UF vigil

... [Text] ...

WUFT

Nonprofit receives \$1.73 million grant for broadband infrastructure training

By: [Name] | [Date]

... [Text] ...

WFTV 9

Happening today: CareerSource hosting job fair in Marion County

By: [Name] | [Date]

... [Text] ...

The 1014

Aviation World

... [Text] ...

19 Veterans Find Civilian Employment

... [Text] ...

352today

Your Community Connection

20 abc WCJB

Ocala veteran and avionics technician gets job in Gainesville; CareerSource CLM helped

By: [Name] | [Date]

... [Text] ...

WFTV 9

Happening today: CareerSource hosting job fair in Marion County

By: [Name] | [Date]

... [Text] ...

Employers will be recruiting veterans at Paychecks for Patriots job fair on November 9

By: [Name] | [Date]

... [Text] ...

Training for high-demand, broadband infrastructure jobs will be available for Dixie, Gilchrist, Levy County residents

By: [Name] | [Date]

... [Text] ...

20 abc WCJB

... [Text] ...

K-County 93.7

... [Text] ...

Training for high-demand, broadband infrastructure jobs will be available for Dixie, Gilchrist, Levy County residents

By: [Name] | [Date]

... [Text] ...

SOCIAL MEDIA / DIGITAL STATS

Last 90 days



Total Followers: 2,789

Reach: 16,407
Engagement Rate: 7%
+38 page likes

Best Post

Reach: 4.2k
Shares: 44



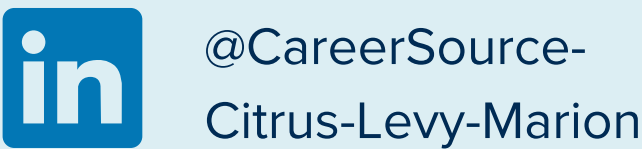
Total Followers: 1,567

Reach: 26,423
Engagement Rate: 3%
+62 page likes

Best Post

Reach: 6.7k
Shares: 26

HOT JOBS		
Week of 10/12 - 10/18		
Discover a new opportunity in your region with our Hot Jobs board! Look them up on https://www.careersourceclm.com and search by the Job Order Number below. For help, call 800-434-5627. Please note, the information and job list provided is accurate to the best of our knowledge but is subject to change.		
Job Order Number	Job Title	Location
#12230403 FT, PT, or PRN	Registered Nurse Up to \$38/hr + \$10k Sign on Bonus	Citrus County Crystal River
#12260724 FT +OT avail.	Appliance Technician \$35k - \$40k/Annual Employer will train	Citrus County Beverly Hills
#12258857 Full Time	Master Machinist \$25-\$30/hour DOE ★ Veterans Preference	Levy County Williston
#12275811 Full & Part Time	Auto Parts Delivery Driver HS Diploma Preferred - Salary DOE	Levy County Area Locations
#12262966 Full Time	Commercial HVAC Technician \$25-\$34/hour DOE	Marion County Ocala
#12266431 Full Time	Customer Svc. Rep (inbound support) \$15/hour ★ Veterans Preference	Marion County Ocala



Total Followers: 974

Unique Impressions: 5,516
Engagement Rate: 13%
+58 followers

Best Post

Reach: 812
Clicks: 185



Total Subscribers: 1,562

Open Rate: 30% (Past 60 days)
Click Rate: 3.6% (Past 60 days)
+127 subscribers

Avg. Rates for the Non-Profit Industry

Open Rate: 25.17%*
Click Rate: 2.79%*

According to Intuit and Mailchimp*

A decorative background featuring a repeating pattern of orange triangles in various shades, arranged in a larger triangular grid. The triangles are positioned at the corners of the slide, creating a modern, geometric aesthetic.

QUESTIONS?