



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

MINUTES

DATE: February 21, 2024
PLACE: College of Central Florida, Enterprise Center
TIME: 9:00 a.m.

MEMBERS PRESENT

Al Jones, Chair
Darlene Goddard
Kim Baxley
Staci Bertrand

MEMBERS ABSENT

Kathy Judkins
John Murphy

OTHER ATTENDEES

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

Cira Schnettler, CSCLM
Jenna, CF Student

CALL TO ORDER

The meeting was called to order by Al Jones, Chair at 9:00 a.m.

ROLL CALL

Cira Schnettler called roll and a quorum was declared present.

APPROVAL OF MINUTES

Darlene Goddard made a motion to approve the minutes from the November 15, 2023, meeting. Kim Baxley seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner updated the committee on the following items:

- CareerSource Florida will hold a State board meeting at the end of February. It is anticipated that the final contracting documents for standardization of tools and services will be provided, as well as training contracts.
- Two local development board areas have begun the process of implementing regional planning. We will be reaching out to our associated regions to start discussions on how we will approach a regional plan.
- There are several legislative issues that are being watched for future outcomes that may impact our services:
 - There is a bill that will improve self-sufficiency for welfare transition customers. This may change some internal processes.

- The State is also proposing changes to the child labor laws that may benefit businesses but could negatively impact young adult workers. Two major concerns are safety and nighttime working hours.

Workforce Issues that are Important to Our Community

Al Jones shared that AutoZone has 9,200 students enrolled in their Rising Star programs across the country and there has been an increase in candidates overall.

What We Do

Rusty Skinner clarified that our organization actively engages in multiple community partnerships and provides a diverse range of services. To enhance communication with both board members and the community, we aim to develop a visual representation showcasing all our programs and annual activities. This comprehensive list will serve as a reference during new board member orientation and will also be featured on our website. The committee members shared positive feedback, expressing that the list opens up additional opportunities for them to contribute as valuable assets to the mission in their roles as board members.

Staci Bertrand asked about the referral process for the various programs. Rusty Skinner and Dale French explained that referrals come in through the community partner relationships and our own outreach functions.

PUBLIC COMMENT

None

ACTION ITEMS

None

PROJECT UPDATES

Event Report

Cory Weaver highlighted items from the Event Report. She noted increased attendance at hiring events and job fairs. This is a shift happening in workforce trends that will be watched going forward. There will be youth job fairs in all three counties this year as well as a CDL driver job fair.

Marketing and Outreach Report

Laura Byrnes highlighted a variety of marketing activities that occurred in the quarter. She noted the below:

- The communications team created a marketing campaign to engage clam farmers that were impacted by Hurricane Idalia. Disaster Relief funding is available to assist with recovery efforts. The campaign has proven successful over 80 attendees attended two information sessions.
- The Heart of HR conference is in development. The event committee is actively seeking sponsors for the event. Committee members were encouraged to share the event details through their networking avenues.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:44 a.m.

APPROVED: _____