



CareerSource Citrus Levy Marion
 2703 NE 14th St.
 Ocala, FL 34470

**MARKETING AND OUTREACH COMMITTEE
 AGENDA**

Wednesday, May 22, 2024 – 9:00 a.m.

Zoom Meeting: <https://us02web.zoom.us/j/89915097838>

Phone No: 1-646-558-8656 (EST) Meeting ID: 899 1509 7838

Call to Order		A. Jones
Roll Call		C. Schnettler
Approval of Minutes, February 21, 2024	Pages 2 - 3	A. Jones

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
Marketing and Outreach Report	Pages 5 - 20	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: 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: _____

PY 23 - 24 Individual Events

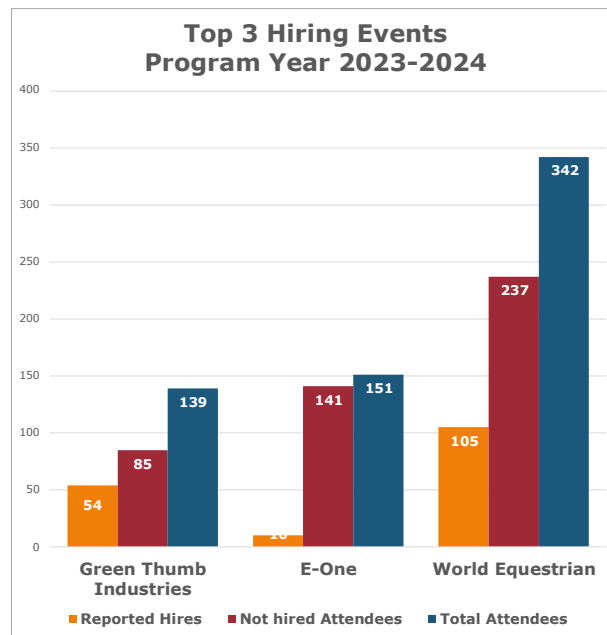
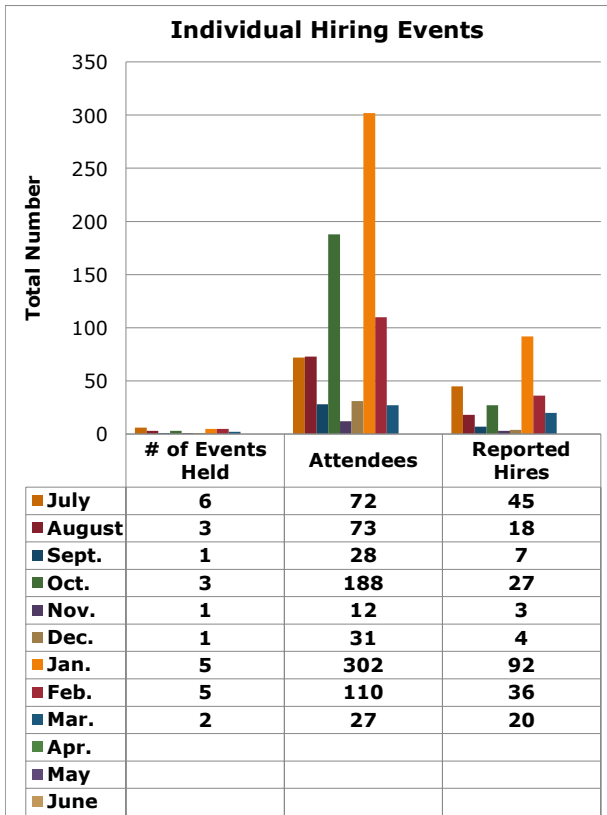
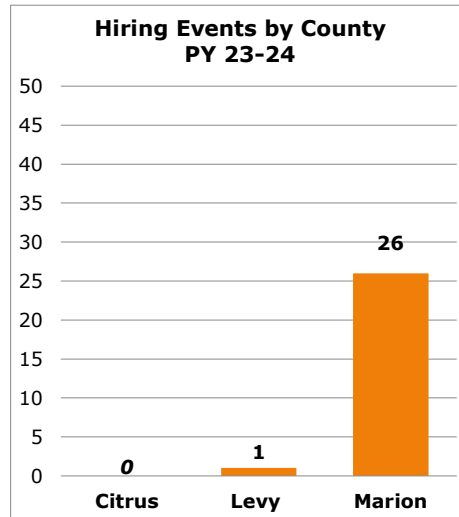
Total Events: 27
Attendees: 843
Reported Hires: 252

PY 23 - 24 Job Fairs

Attendees: 536
Businesses: 96

PY 23-24 Partner Job Fairs

Attendees: 21
Businesses: 18



Other Recruitment Events 1/2024 - 3/2024

Event Date	Event Name	Event Location	County
2/6	Brookdale Paddock Hills	14th Street	Marion
2/28	RealTruck	RealTruck	Marion
3/26	Team Select	14th Street	Marion



CareerSource
CITRUS | LEVY | MARION

OUTREACH HIGHLIGHTS

COMMUNICATIONS AND MARKETING | MAY 22, 2024

WHAT WE DO



PRINT

Includes QR code to Digital version

DIGITAL

Flip Book includes expanded information, available on website

LANDING PAGE

Features ongoing community engagement, updated programs and collaboration



GRADUATES: 19

NEWS RELEASE:

Disseminated to targeted media outlets and the College of Central Florida plus Board, Elected Officials, et al

EARNED MEDIA:

WUFT TV20
Levy Citizen
HardisonInk
352Today

K-Country and Wind FM

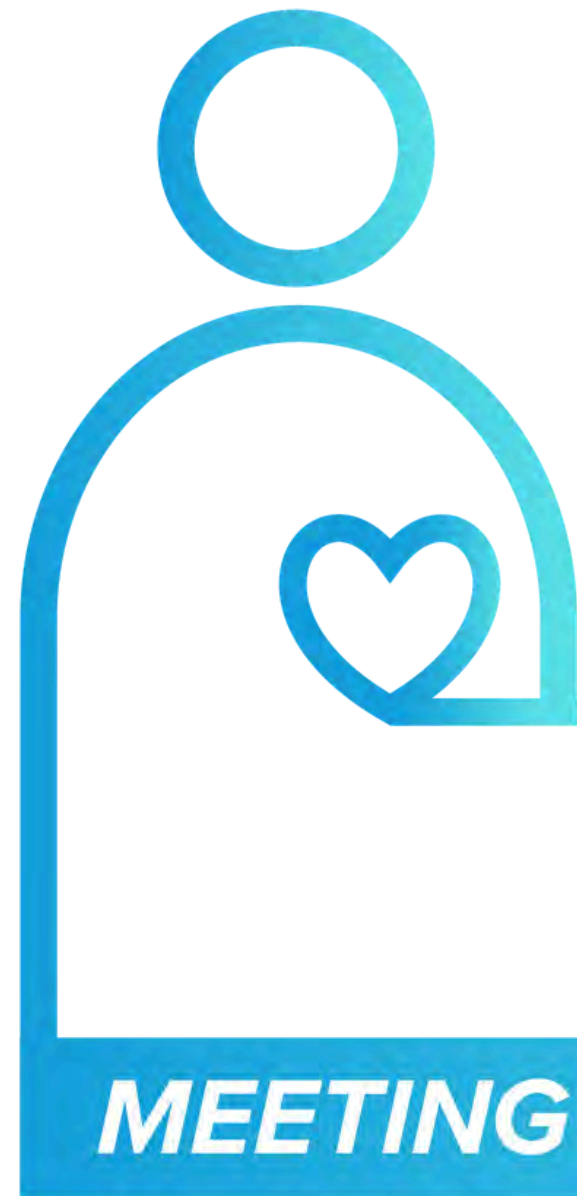
COMMUNITY OUTREACH

Flyers produced and distributed at Levy County Career and Job Fairs and throughout the community (libraries, Tri-County Resource Center, CSCLM Career Center)

Customizable Releases and Flyers provided to CS Florida Crown and CS North Florida



BROADBAND INFRASTRUCTURE TRAINING



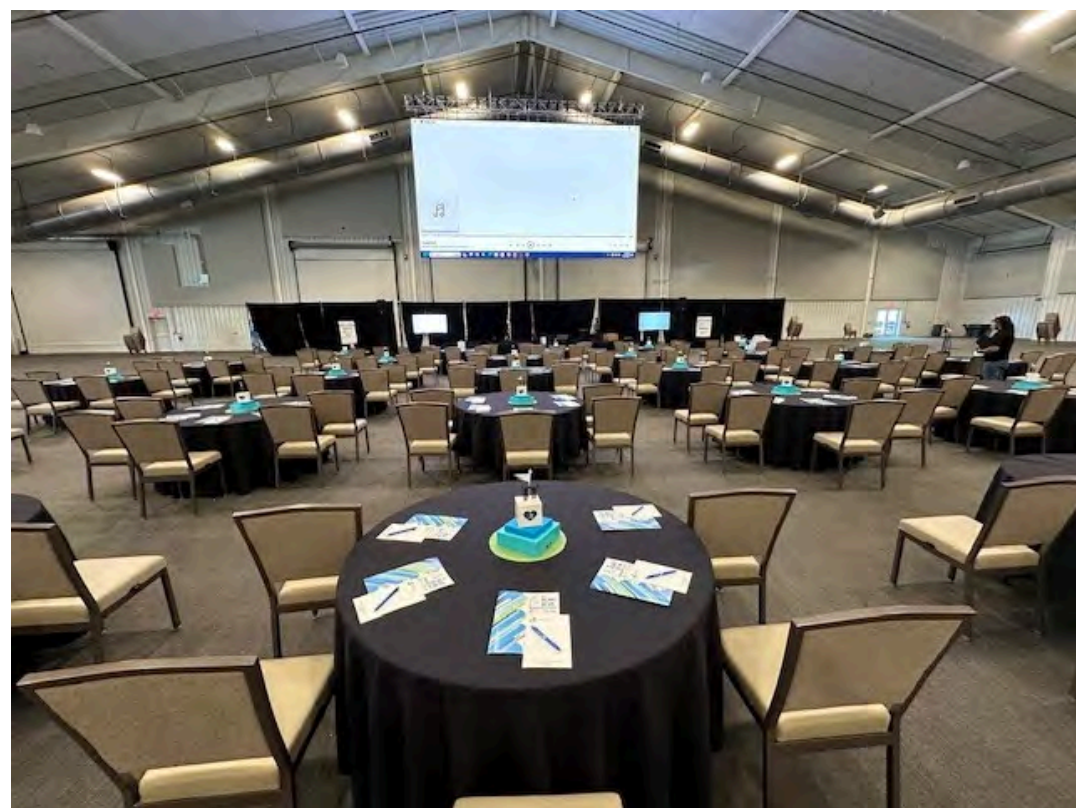
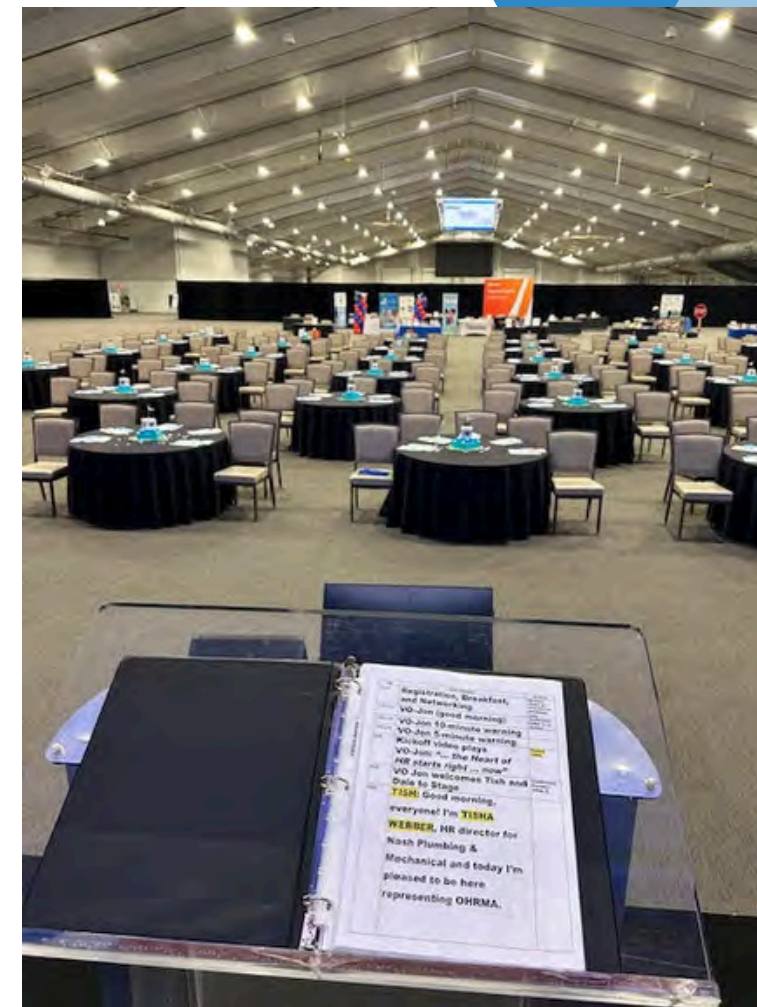
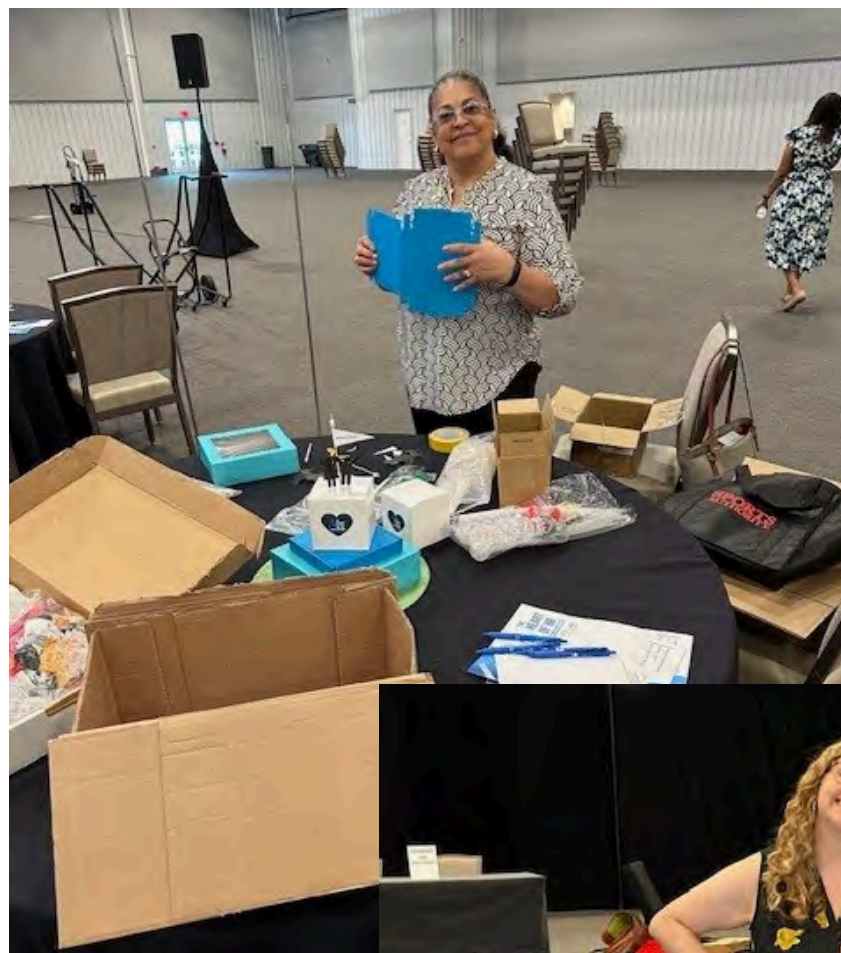
THE HEART OF HR

MEETING THE CHALLENGE



FRIDAY: APRIL 19, 2024

HEART OF HR



HEART OF HR



HEART OF HR



WCLM LIVE BUSINESS SHOWCASE AND CELEBRATION OF SUCCESS PODCAST



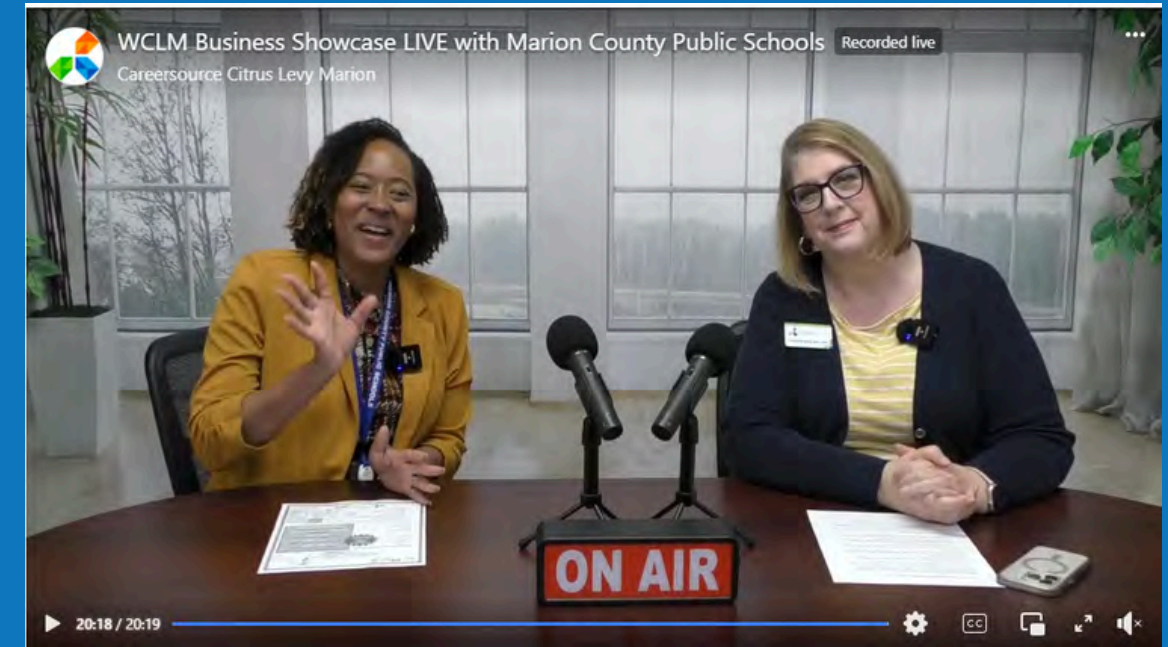
FEBRUARY

CDL and Senior Services job fairs



MARCH

Evergreen Private Care



APRIL

MCPS Instructional Hiring Event



UPCOMING
Mobile Career Center

MARCH
HR Challenges

The Heart of HR: Driving Success in Recruitment and Retention
Celebration of Success

00:00 | 25:44

- The Heart of HR: Driving Success in Recruitment and Retention** 25:44
- Driving Growth, Training and Business Success with CareerSource Citrus Levy Marion 25:04
- Part Two - Serving Success: Chick-fil-A Ocala's Secret Sauce 23:31
- Part One - Serving Success: Chick-fil-A Ocala Unveils a New Chapter 16:16
- Bringing Communities Up to Speed: Success in Broadband Infrastructure 27:22



IN THE NEWS

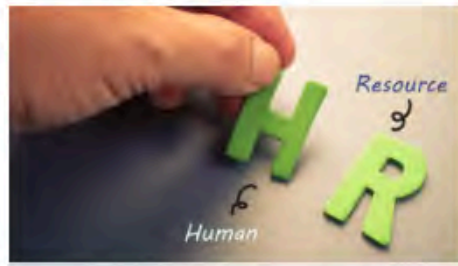
careersourceclm.com/in-the-news



352today

Your Community Connection

How CareerSource CLM helps businesses transform HR strategy into success

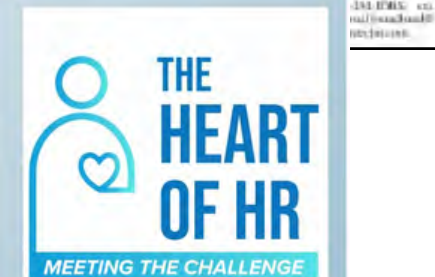


OCALA, Fla. (352today.com) – Businesses in the 352 are consistently trying to maintain an above-par workforce. CareerSource Citrus Levy Marion (CLM) works with potential employees and with businesses, offering various resources and expertise that can help engage, empower and retain current and future workers.



Recruiting underway for next round of broadband infrastructure bootcamps

By CAREERSOURCE CITRUS LEVY MARION
OCALA, Fla. (352today.com) – CareerSource Citrus Levy Marion and the College of Central Florida in Ocala have announced a partnership to offer bootcamps in rural counties in the next few weeks. The bootcamps will provide hands-on training in fiber optic installation and maintenance. The bootcamps are designed to help address the shortage of skilled workers in the broadband industry. The bootcamps will be held in Ocala, Fla. and will run from April 29 to May 3. The bootcamps are open to individuals who are at least 18 years old and have a high school diploma or GED. For more information, visit www.careersourceclm.com.



Florida Trend

FLORIDA'S BUSINESS AUTHORITY

Marion County Youth Job Fair set for May 7

by
Posted 4/29/2024
Updated 2 weeks ago

OCALA, Fla. (April 29, 2024) – CareerSource Citrus Levy Marion has once again teamed up with Marion County Public Schools to host what will be the area's ninth Youth Job Fair on Tuesday, May 7 from 9:30-5:00 p.m. at the Southeastern Livestock Pavilion Auditorium, 2232 NE Jacksonville Road in Ocala.

Exclusively for 16- to 24-year-olds, the in-person job fair is for first-time job seekers as well as future high school and post-secondary graduates seeking full- or part-time employment, whether permanent, temporary, or just for the summer.

There is no charge to attend, but job seekers are asked to register in advance at hr.firsttimehiring.com. While MCPS is co-hosting the event, it is open to older youth/young adults from Citrus and Levy counties as well.

Dale French, executive vice president for CareerSource CLM, said that hiring managers representing a variety of in-demand industries will be on hand, including those seeking to fill multiple positions in healthcare, hospitality, manufacturing and distribution, and public service.

"This is the premier opportunity for older youth and young adults interested in finding their first job, gaining more experience or getting started on a career pathway."

French added that the event also helps local businesses get to know their "next generation" workforce.

"By participating in the job fair, businesses have the opportunity to meet with job seekers who are eager to learn about their job opportunities, who are excited to roll up their sleeves and work hard for them."

To date, the following businesses are scheduled to take part: Brookdale Chamber Pinecastle, Brookdale Paddock Hills, CWR Contracting, Dollar Tree/Family Dollar, Eckerd Connects Workforce Connection, Empath Hospice of Marion County, FedEx Ground, Fidelity Manufacturing, Hughes Brothers Construction, Marion County Board of County Commissioners, Marion County Building Industry Association, McLane Ocala, On Top of Sonic, Waffle House, and World Equestrian Center Ocala.

French noted that a limited number of spots are still available for those planning to attend should bring printed copies of their resumes, that means no flip-flops or casual sandals, T-shirts with profane words or jeans with rips or holes, or any article of clothing that is offensive.

Those interested in developing or updating their resumes, working job fair preparation tips are encouraged to visit one of CareerSource's free resume clinics at 1111 S. Edgemoor, in Ocala; 683 S. Adolph Point, in Leesville; and 2175 N. W. 13th St., in Gainesville. Hours are 9 a.m. to 5 p.m., and all job candidates are welcome.

For more information about attending the Youth Job Fair, call 800-455-2222 at careersourceclm.com.

CareerSource Citrus Levy Marion is an equal opportunity employer. Departments of Labor, Health and Human Services, Education, and the U.S. Department of Justice. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers may be reached via the Florida Relay Service at 711. For accommodations, call 800-455-2222 or email accommodations@careersourceclm.com. CareerSource CLM is a 501(c)(3) nonprofit organization.

Marion County Public Schools is headquartered in Ocala, Fla., with nearly 6,500 employees. Geographically larger than the state of Florida, Marion County is the largest in the state in terms of area. Marion County is a leader in the state in terms of economic development and is a major employer in the region. Marion County is a member of the Florida League of Cities and the Florida League of Mayors. Marion County is a member of the Florida League of Cities and the Florida League of Mayors. Marion County is a member of the Florida League of Cities and the Florida League of Mayors.

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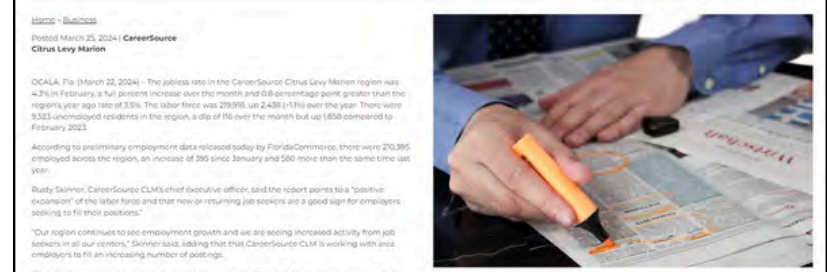
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OCALA GAZETTE DIGITAL EDITION

Labor force expansion, increase in employment 'holds promise' for region



OCALA, Fla. (March 22, 2024) – The jobless rate in the CareerSource Citrus Levy Marion region was 4.2% in February, a full percentage point increase over the month and 0.6 percentage points greater than the region's jobless rate of 3.6%. The labor force was 209,916, up 2,428 (1.1%) over the year. There were 9,322 unemployed residents in the region, a dip of 16 over the month but up 568 seasonally, February 2023.

According to preliminary employment data released today by FloridaCommerce, there were 209,916 employed across the region, an increase of 39 since January and 563 more than the same time last year.

Ruby Skinner, CareerSource CLM's chief executive officer, said the report points to a "strong expansion" of the labor force and that new or returning job seekers are a good sign for employers looking to fill their positions.

"Our region continues to see employment growth and we are seeing increased activity from job seekers in our county," Skinner said, adding that the CareerSource CLM is working with area employers to fill an increasing number of positions.

Both the increases in job seekers and the increase in job listings hold promise to emerge in our area," he said.

Levy County continued to lead the lowest unemployment rate in the region at 3.8%, a 0.2 percentage point drop compared to January and a 0.6 percentage point drop over the year. Marion County followed at 4.5% which was down 0.1 percentage over the month and a 0.7 percentage point compared to the county's year-ago rate. Citrus County's rate of 5.2% remained unchanged from January but was 1% higher compared to February 2023.

Statewide, with passes rates remained unchanged over the month in 32 counties, dropped 0.20 and rose 0.15. Compared to a year ago, rates were unchanged in one county, dropped 0.19 and rose 0.16.

Seasonal employment in the Ocala Metropolitan Area, which covers all of Marion County, was 20,000 in February, an increase of 1,200 jobs over the year for a 1.9% growth rate.

The Leisure and Hospitality industry grew faster in the metro area at 2.3% than statewide over the year.

352today

Your Community Connection

Free training available so you can score a job in the high-speed internet industry

By Denise Vickers March 30, 2024 11:31 am



OCALA, Fla. (352today.com) – The "help wanted" ad is out to find people to install and maintain broadband infrastructure and the federal government is footing the bill for anyone interested to learn the skills needed to work in this field.

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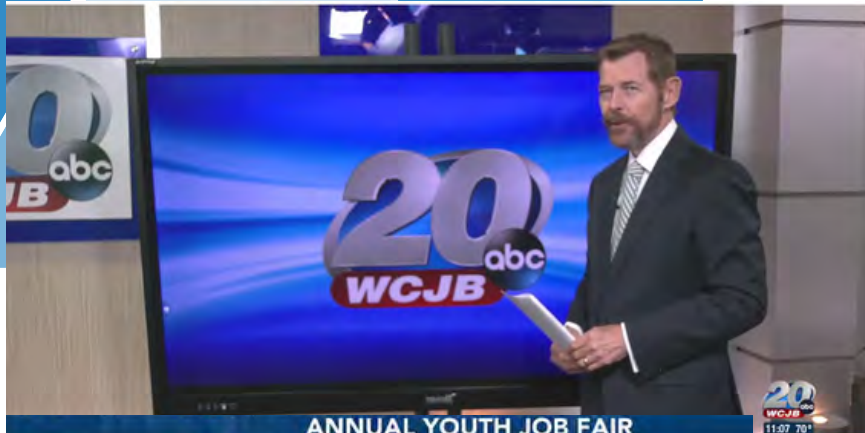
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Marion County CDL job fair aims to relieve truck driver shortages



Ocala CEP highlights: Heart of HR Conference



Riverland News

Youth Job Fair returns to Marion County next week

SPECIAL TO THE RIVERLAND

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Free fiberoptic training opens

Workers sought for broadband infrastructure jobs

Information Provided by Laura Byrnes, APR, CFC, ICWP, Director of Communications, CareerSource Citrus Levy Marion. Published March 29, 2024 at 9:15 a.m.

LEVY COUNTY – CareerSource Citrus Levy Marion and the College of Central Florida in Ocala have teamed up once again to train workers in the installation and maintenance of broadband infrastructure in rural counties in need of high-speed internet.

More Below This Ad



SOCIAL MEDIA / DIGITAL STATS

Last 90 days



Total Followers: **2,938** ↑

Reach: **15,558**

Engagement Rate: 9%

+**43** page likes

+**92** Follows

Best Post

Reach:
3.6k

Citrus
County
Youth
Job Fair



Total Followers: **1,658** ↑

Reach: **30,527**

Engagement Rate: 3%

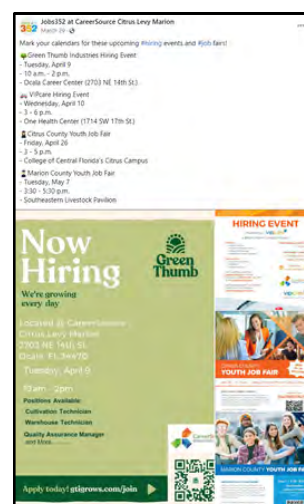
+**52** page likes

+**105** Follows

Best Post

Reach:
5.3k

Shares:
19



Total Followers: **1,083** ↑

Unique Impressions: **5,878**

Impressions: **10,805**

Engagement Rate: **11%**

+**48** followers

Best Post

Reach:
872



Finding their Futures at the Levy
County Student Job Fair



Total Subscribers: **1,911** ↑

Open Rate: **24%** (Past 60 days)

Click Rate: **3.4%** (Past 60 days)

+**21** subscribers

Avg. Rates for the Non-Profit Industry

Open Rate: **25.17%***

Click Rate: **2.79%***

According to Intuit and Mailchimp*

PRYB WALL RAISING



PRYB HOUSE BLESSING

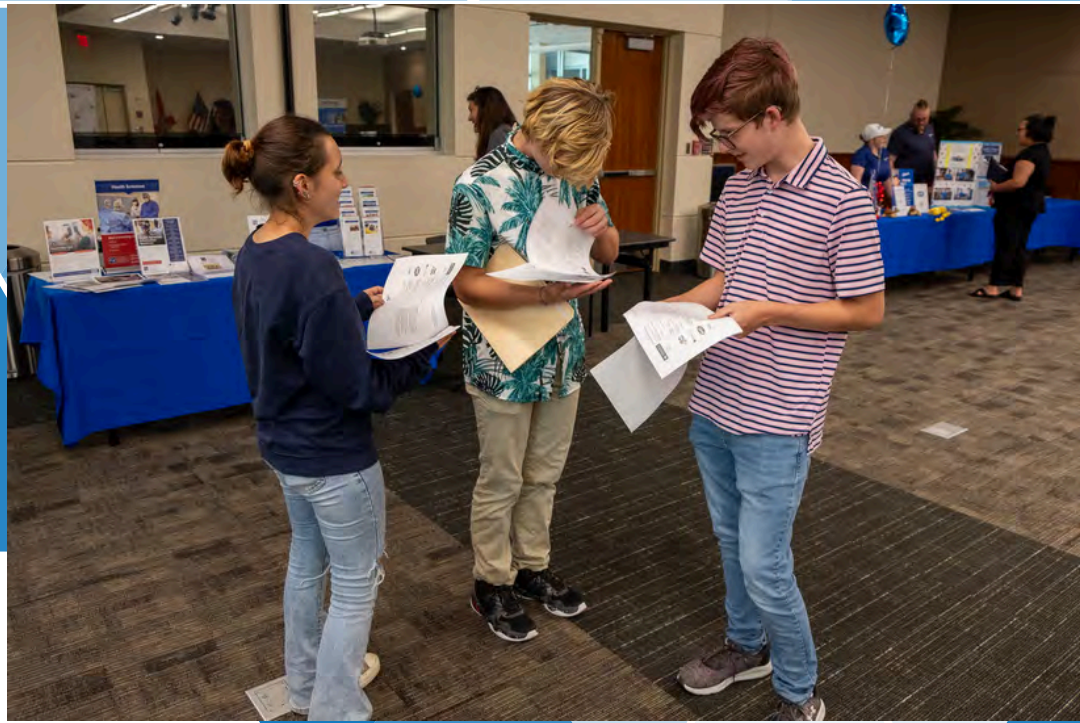




HIGH SCHOOL CAREER FAIRS & YOUTH JOB FAIRS



HS CAREER FAIRS & LEVY YOUTH JOB FAIR



CITRUS COUNTY YOUTH JOB FAIR



MARION COUNTY YOUTH JOB FAIR