



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

**MARKETING AND OUTREACH COMMITTEE  
 AGENDA**

**Wednesday, August 21, 2024 – 9:00 a.m.**

**Zoom Meeting:** <https://us02web.zoom.us/j/87035880275>

**Phone No: 1-646-558-8656 (EST) Meeting ID: 870 3588 0275**

Call to Order  
 Roll Call  
 Approval of Minutes, May 22, 2024

A. Jones  
 C. Schnettler  
 A. Jones

Pages 2 - 3

**DISCUSSION ITEMS**

State Update  
 Workforce Issues that are Important to Our Community  
 WIOA Plan

R. Skinner  
 R. Skinner  
 C. Weaver

**PUBLIC COMMENT**

**ACTION ITEMS**

None

**PROJECT UPDATES**

Event Report  
 Marketing and Outreach Report

Page 4  
 Pages 5 - 17

C. Weaver  
 L. Byrnes

**MATTERS FROM THE FLOOR**

**ADJOURNMENT**

2024 – 2025 MEETING SCHEDULE							
Performance/ Monitoring	Business and Economic Development	Marketing / Outreach	Career Center	Education and Industry Consortium	Executive	Full Board	
Tuesday 9:00 am	Wednesday 9:00 am	Wednesday 9:00 am	Thursday 9:30 am	Thursday 9:00 am	Wednesday 9:30 am	Wednesday, 11:30 am	
8/13/2024	8/14/2024	8/21/2024	8/15/2024	8/29/2024	8/28/2024	9/4/2024	CF Levy
11/12/2024	11/6/2024	11/13/2024	11/7/2024	11/14/2024	11/20/2024	12/11/2024	CF Ocala
2/4/2025	2/5/2025	2/12/2025	2/20/2025	2/6/2025	2/26/2025	3/12/2025	CF Lecanto
5/6/2025	5/7/2025	5/14/2025	5/15/2025	5/8/2025	5/28/2025	6/4/2025	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 22, 2024  
PLACE: 2703 NE 14<sup>th</sup> Street, Ocala, FL 34470  
TIME: 9:00 a.m.

**MEMBERS PRESENT**

Al Jones, Chair  
Darlene Goddard  
Kathy Judkins  
John Murphy  
Staci Bertrand

**MEMBERS ABSENT**

Kim Baxley

**OTHER ATTENDEES**

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

Cira Schnettler, CSCLM

**CALL TO ORDER**

The meeting was called to order by Al Jones, Chair at 9:04 a.m.

**ROLL CALL**

Cira Schnettler called roll and a quorum was declared present.

**APPROVAL OF MINUTES**

Staci Bertrand made a motion to approve the minutes from the February 21, 2024, meeting. Darlene Goddard seconded the motion. Motion carried.

**DISCUSSION ITEMS**

**State Update**

Rusty Skinner updated the committee on the following items:

- The State invited local boards to volunteer to be in the next phase of regional planning. A letter of intent was sent yesterday informing the State of our interest to volunteer. We have been notified that our regional plan request was accepted. We will begin implementation starting July 1.
- Annual State monitoring was conducted last week. We are in review of the identified issues. Overall, the monitoring was a success.

Workforce Issues that are Important to Our Community

There were no items presented.

**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. The Marion County Youth Job Fair had record attendance with 249 young adults attending. The Citrus County Youth Job Fair was also well attended. Our next events will include general job fairs.

Marketing and Outreach Report

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

- The What We Do brochure highlighting all aspects of our business will be in print as well as digital on our website.
- There has been very good reach and engagement on our social media platforms. An intern has joined the Communications team. They will be learning about and assisting with social media management.
- The Heart of HR Conference was very successful.
- Committee members were welcomed to join the Phoenix Rising youth graduation on June 27.

**MATTERS FROM THE FLOOR**

Staci Bertrand shared that Duke Energy will be hosting and sponsoring a pilot program called Power in the Community at Forest Middle and High School. The program will be focused on utility-based AI exploration. There will also be a Youth Energy Academy held in July.

**ADJOURNMENT**

There being no further business, the meeting was adjourned at 9:40 a.m.

**APPROVED:** \_\_\_\_\_

## PY 23 - 24 Individual Events

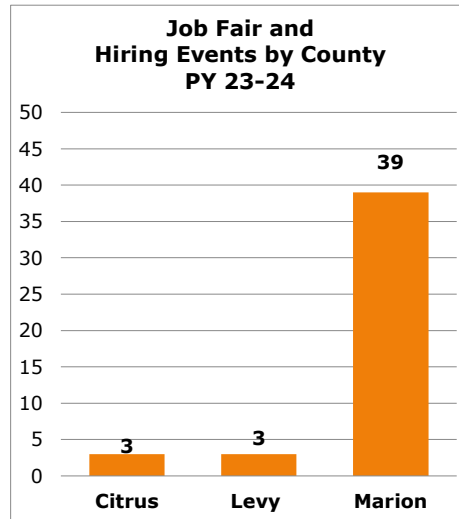
Total Events: 37  
Attendees: 1330  
Reported Hires: 320

## PY 23 - 24 Job Fairs

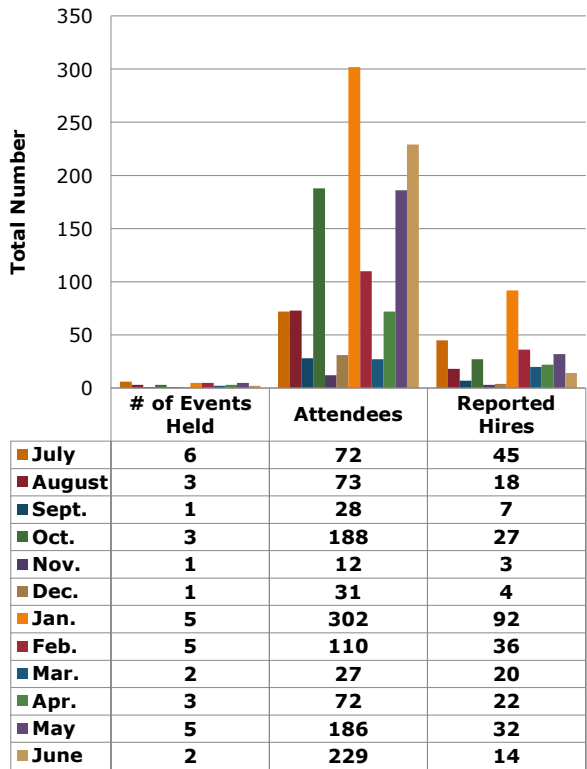
Attendees: 846  
Businesses: 135

## PY 23-24 Partner Job Fairs

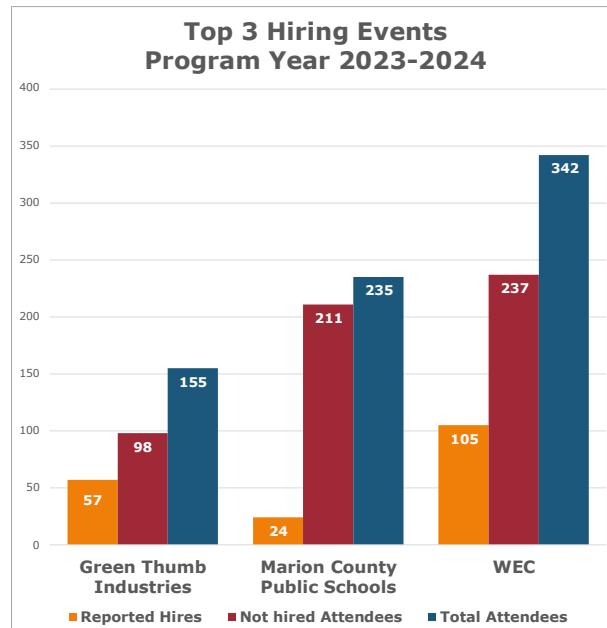
Attendees: 21  
Businesses: 18



### Individual Hiring Events



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



### Other Individual Hiring Events 4/2024 - 6/2024

Event Date	Event Name	Event Location	County
4/10	VIP Care Hiring Event	One Health Center	Marion
4/25	Florida Department of Corrections Hiring Event	Marion Correctional	Marion
5/1	Coke Florida Hiring Event	14th Street	Marion
5/15	CSL Plasma Hiring Event	14th Street	Marion
5/21	RealTruck Hiring Event	RealTruck	Marion
5/30	Early Learning Coalition Hiring Event	Early Learning Coalition	Marion
6/25	Citrus Government Hiring Event	Citrus Government Complex	Citrus





CareerSource  
CITRUS | LEVY | MARION

# OUTREACH HIGHLIGHTS

COMMUNICATIONS AND MARKETING | AUG. 21, 2024



## PROGRAMMATIC & DOMINANT DISPLAY

Reach target audience anytime, anywhere, on any device, based on their online interests and behaviors

## SEARCH RETARGETING

Reach target audience based on their keyword searches

## GEOFENCING

Custom polygons around frequently visited locations

## EMAIL OUTREACH

Custom emails delivered and redeployed to 18-24-year-olds and those 40+ to reach parents and grandparents

## DIGITAL & PRINT

Banner display ads as well as traditional

## EARNED MEDIA

Feature story and column





**Snapshot**

Impressions	Clicks	CTR
194,414	263	0.14%

Not all data may be shown here as every product has different reporting abilities.



<p><b>Display / Geofencing / Native</b></p> <p>0.14% CTR</p> <p>172,229 Impressions</p> <p>236 Clicks</p>	<p><b>Google Ad Manager</b></p> <p>0.12% CTR</p> <p>22,185 Impressions</p> <p>27 Clicks</p>
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**Future READY**  
From Today. Success Tomorrow.

**1 Kickstart Your Career at No Cost**

CareerSource Citrus Levy Marion pays your tuition for the program of your choice to succeed in high-demand fields in Citrus County.

Really. No strings attached.

If you meet our eligibility requirements, you can start working toward a new career as early as the upcoming 2024 Fall Semester at Willicooshee Technical College or the College of Central Florida.

[Am I Eligible?](#)

Over 10 programs to choose from including:

- EMTs, Paramedics, and Nurses
- Internet Technology
- Police and Correctional Officers
- Automotive Mechanics

[View the Full List of Programs](#)

**Future READY**  
From Today. Success Tomorrow.

**2 Kickstart Their Careers at No Cost**

Do you know someone who could benefit from a low-cost training opportunity?

CareerSource Citrus Levy Marion is offering to pay tuition for eligible individuals in high-demand fields right here in Citrus County.

Really. No strings attached.

If they meet our eligibility requirements, they can start working toward a new career as early as the upcoming 2024 Fall Semester at Willicooshee Technical College or the College of Central Florida.

[Who is Eligible?](#)

Benefits Include:

- FREE Tuition: CareerSource CLM covers the cost of the selected program's tuition for eligible students.
- High-Demand Fields: For careers that are in demand right now in Citrus County.
- Quick Start: In a new career as early as August 2024.

[View the Full List of Programs](#)

**Future READY**  
From Today. Success Tomorrow.

**3 It's Still Available: No Cost Training**

CareerSource Citrus Levy Marion is offering to pay tuition for eligible individuals in high-demand fields right here in Citrus County.

Really. No strings attached.

If you meet our eligibility requirements, you can start working toward a new career as early as the upcoming 2024 Fall Semester at Willicooshee Technical College or the College of Central Florida.

[Am I Eligible?](#)

**PROGRAMS ARE IN A VARIETY OF INDUSTRIES**

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- High-Demand Fields: For careers that are in demand right now in Citrus County.
- Quick Start: In a new career as early as August 2024.

[View the Full List of Programs](#)

**Additional Reports**

Product ↓

- 7/23/24: 4787275 - CareerSource Citrus Levy Marion - Redeploy Email
- 7/22/24: 4072180 - CareerSource Citrus Levy Marion - Redeploy Email
- 7/18/24: 4878221 - CareerSource Citrus Levy Marion - Standard Email
- 5088141 - CareerSource Citrus Levy Marion - Redeploy Email
- 4787276 - CareerSource Citrus Levy Marion - Redeploy Email
- 07/10/2024: 4072178 - CareerSource Citrus Levy Marion - Standard Email
- 07/10/2024: 4044815 - CareerSource Citrus Levy Marion - Standard Email

# FUTURE READY CAMPAIGN OUTCOMES



IN BRIEF

July Master Gardener Library Seminars

NASA has a "Growing Plants in Space" program. Scientists learned early on of the need to grow plants at the International Space Station and for long-range space travel. Part of this research has defined what plants make the best houseplants.

For July, the UF/IFAS Extension Master Gardener Library Seminars topics in "House Plants." It will identify these top NASA houseplants and detail what benefits they provide; other common houseplants will also be included.

The remaining seminars will be at 1 p.m. at all library locations: July 22 at Coastal in Crystal River, and July 25 at Homosassa.

Registration is available via Eventbrite; contact the UF/IFAS Citrus County Extension office for details: 352-527-5700 or citrus@ifas.ufl.edu. The Zoom presentation will be recorded and available for later viewing for anyone unable to attend any of the in-person presentations.

UF/IFAS Master Gardener volunteers will be happy to answer your gardening questions either by visiting the Extension office M-F, 9 a.m. to 4 p.m., at 3650 W. Sovereign Path, Suite 1, Lecanto, or by email: citrus@ifas.ufl.edu or calling 352-527-5700 or 5714.

Citrus to prepare for hurricane season

The YMCA Veterans Committee and Citrus County Sheriff's Office present a "Hurricane Preparedness" information session from 5-6 p.m. Friday, July 19, at 412 W. Newell Bryant Central Florida, in "Central Barner Training" on "Cool 100."

Come in to learn about how to be prepared for hurricane season. The presentation is open to the public. No membership required. For more information, call 352-300-9622.

Church to host take-out dinner this Saturday

Florida City Methodist Church is holding a barbecue chicken take-out dinner from noon to 2 p.m. at until they run out on July 20, at 8478 E. Marvin St. Meal includes barbecue chicken, potato salad, baked beans, a roll and pineapple upside down cake for a donation of \$10.

For more information, call 352-344-1771.

Orehid Society to gather in Spring Hill

Nature Coast Orchid Society will host Rony Exotic for a program on hybridizing Habanaria orchids starting at noon on July 20 at the Kneger Enrichment Center in Spring Hill. Doors open at 11 a.m. There will be a show table, raffle and plants for sale.

For information, visit www.naturecoastorchidsociety.com

Learn more about estate planning

Have you ever wondered which is best, a Trust or a Will? Do you know what a durable POA is and why it is important? A Lady Bird Deed a good choice for you and your heirs?

To answer these questions and more, plan to come hear Britany E. Stewart, Esq., an Elder Law attorney, speak about "Estate Planning & Elder Law: Common Legal Issues That Touch People Over 65" at 3 p.m. Saturday, July 20, at the Nature Coast Unitarian Universalists Fellowship, 7633 N. Florida Ave., Citrus Springs.

This is a free educational event and light refreshments will be served. For more information, email contact@nccu.org or call 352-465-4225.

Republicans to hear Jeff Kinnard speak

North Suscount Conserv Club will meet at 11 a.m. July 27 at Magnolia Grill on M. River Road, Homosassa.

We are nearing the end of primary cycle where most candidates will be elected a where these unopposed have already been declared as wins. This month our candidate is Dr. Jeff Kinnard, incumbent for BOCC District 1.

Inverness gives OK to two requests

Solid waste fee, firefighter grant application approved

**By STEVE STENER**  
Chronicle Reporter

The first of the two main items on Inverness City Manager Eric Williams' presentation at Tuesday's City Council meeting focused on the residential sanitation rate for Fiscal Year 2025. It is, said Williams, done every year since 2020, based upon recommendations from a study conducted by Tisdale Oliver, a consulting firm. Currently, residents pay \$14.58 per month for solid waste disposal. Based upon the Consumer Price Index, Williams recommended that the City Council change that to \$15.82, an increase of \$1.24.

"It covers once-a-week pickup in a 96-gallon provided tote. It also provides once-a-week recyclable waste in a 70-gallon tote," said Williams. He then asked that also included once-a-week yard waste, as well as once-weekly bulk pickup. "This is a very modest increase we're talking about," said Councilman Cabot McBride. "It's not going to have any dramatic impact on anybody."

With that, the City Council voted unanimously on voice vote to approve. The fee increase goes into effect on the September billing.

Next up was a request by Williams to be granted permission to move forward with applying for the Fiscal Year 2024-25 Florida Firefighter Assistance Grant program.

The grant funding is only available for instructors



OWN OF INVERNESS

SV INVERNESS, PAGE B2

Citrus Extension: Community education hub

UF/IFAS Extension office gives folks a chance to get some class

**By MARGO WILSON**  
Chronicle Contributor

Editor's note: This is the first of a series of stories about our County Extension office. The office is located at the UF/IFAS Citrus County Extension office, 3650 W. Sovereign Path, Suite 1, Lecanto, FL 34456. The office is open to the public. No membership required. For more information, call 352-300-9622.

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Becoming 'Future Ready' with free tuition in some programs

Income-eligible persons could qualify for targeted 'high-wage, in-demand' occupation programs

**By NANCY KENNEDY**  
Chronicle Reporter

Editor's note: This is the first of a series of stories about our County Extension office. The office is located at the UF/IFAS Citrus County Extension office, 3650 W. Sovereign Path, Suite 1, Lecanto, FL 34456. The office is open to the public. No membership required. For more information, call 352-300-9622.

For those who are no longer in school and also not working, the future may not look promising — until now.

CareerSource Citrus Levy Marion, with its Future Ready program, offers free tuition for income-eligible persons who want local educational training in

targeted high-wage, in-demand occupation programs at Withlacoochee Technical College or the College of Central Florida.

Although the Future Ready program is designed for young adults (18-24 years old), it is open to anyone who qualifies, said Laura Byrnes, CareerSource CLM Director of Communications.

Right now, there are at least 30 training programs for high-

one-hour drive. And these occupations are diverse — EMT and paramedics, computer cyber security, HVAC mechanic and installer, medical assistant and licensed practical nurse, automotive and law enforcement, tractor trailer truck driver, medical records, medical billing and coding, web design and bookkeeping, fiber optics and human resources, and much more.

"We're very excited about this,"

Byrne said.

See FUTURE, page B3

Future Ready: Helping 'opportunity youth' unlock potential

For years they've been referred to as "disadvantaged" or "at-risk."

They are our disconnected older youth and young adults, ages 18-24, who are neither in school, nor working, and missing opportunities to both learn and earn.

But this isn't about opportunity denied. It's about the incredible potential these young adults have for a brighter future.

They are our Opportunity Youth.

Here's what I mean: according to the American Institutes for Research's Expanding the Evidence Base for Reconnecting Opportunity Youth to Pathways to Thriving, the term "Opportunity Youth" conveys the "optimism and promise that young people represent for thriving at multiple levels — individual, community, and economic."

Hitting in on three key Citrus County ZIP codes with high youth unemployment and based on the most recent five-year American Community Service (ACS), we're talking about 60 young adults who fall through the cracks between education and employment.

Look, I realize that this column

probably won't be read by those we hope to help. But if you are a parent trying to help your child, a relative or friend of one, please read on. I promise it will be worth it.

One obvious culprit for youth unemployment and based on the most recent five-year American Community Service (ACS), we're talking about 60 young adults who fall through the cracks between education and employment.

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One obvious culprit for youth unemployment and based on the most recent five-year American Community Service (ACS), we're talking about 60 young adults who fall through the cracks between education and employment.

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Would you take a pay cut to work at a pet-friendly job?

By FRED LEAMSON  
Staff Writer

Sixty percent of Americans would consider leaving their job if it conflicted with their ability to care for their pet. What would we do for our pets? Not only that, but they say they would sacrifice our careers for them? Almost one in 10 pet parents have left a job to find a new one in order to better care for their pet. A survey by OnePoll on behalf of Vester, found two in five would be willing to take a pay cut in order to work in a pet-friendly environment. Of the 1,800 employed pet owners polled, 24 percent have considered leaving their jobs, but have not yet taken the leap.

Pet ownership has increased significantly over the past few decades. The American Pet Product Association says 66 percent of American households have at least one pet in their home in 2024, compared to 56 percent in 2014. That's more than 100 million households that have one in 1988. Forty-seven percent find that keeping their pets in mind is a high priority when choosing where to work. As pets become increasingly popular additions to the family, people are willing to change large portions of their lives to make their best friends are cared for.



According to a poll, only 30 percent of respondents believe they currently work in a "very" pet-friendly workplace, even though employees would be more open to working in the office if pets were allowed to come.

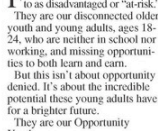
Putting Fido first

Only 39 percent of respondents believe they currently work in a "very" pet-friendly workplace, even though employees would be more open to working in the office if pets were allowed to come. Not surprisingly, many say that keeping their pets in mind is a high priority when choosing where to work. As pets become increasingly popular additions to the family, people are willing to change large portions of their lives to make their best friends are cared for.

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Future Ready: Helping 'opportunity youth' unlock potential

Laura Byrnes  
CareerSource



For years they've been referred to as "disadvantaged" or "at-risk."

They are our disconnected older youth and young adults, ages 18-24, who are neither in school, nor working, and missing opportunities to both learn and earn.

But this isn't about opportunity denied. It's about the incredible potential these young adults have for a brighter future.

They are our Opportunity Youth.

Here's what I mean: according to the American Institutes for Research's Expanding the Evidence Base for Reconnecting Opportunity Youth to Pathways to Thriving, the term "Opportunity Youth" conveys the "optimism and promise that young people represent for thriving at multiple levels — individual, community, and economic."

Hitting in on three key Citrus County ZIP codes with high youth unemployment and based on the most recent five-year American Community Service (ACS), we're talking about 60 young adults who fall through the cracks between education and employment.

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LIVE UNITED 365 SMALL BUSINESS CIRCLE



Aggregation Distilling is a first-year LIVE UNITED 365 Small Business Circle member. Pictured with United Way CEO George Schmalzger are owners Brian and Jim Briley, and Melody Hansen, United Way Director of Operations. To learn more about the program, call the United Way at 352-795-5483.

WTC enrollment now open

Withlacoochee Technical College (WTC), Citrus County's public technical college, is currently enrolling for the August session. Most programs start on Aug. 7. WTC offers affordable education that is attainable in one school year (while attending full-time), education that leads to a career and not just a job.

Financial aid is available to those who qualify. Many other opportunities for financial assistance also exist, including grants sponsored by community organizations. Students may test for career-related industry certifications, which add value to a job seeker's resume.

WTC's programs cover a wide range of career clusters. Among the programs WTC offers are: professional culinary arts and hospitality, computer systems and information technology, massage therapy, medical assisting and practical nursing.

Parks & Rec seeks expo participants

Are you someone who has a wealth of knowledge and experience in the outdoors? Do you have a passion for teaching sports to youth or adults, or exploring the beauty of nature and the wilderness of the trails?

If so, County Parks & Rec is looking for individuals like you to help others "Find Their Outdoors" at its second annual Outdoors Expo on Saturday, Sept. 14, at the Citrus Springs Community Center.

The Expo is seeking those with expertise in golf, pickleball, archery, kayaking, hiking or any other outdoor activity to be speaking to participants.

To make a difference in your community and help others develop skills and gain passion in

Learn more about estate planning

Have you ever wondered which is best, a Trust or a Will? Do you know what a durable POA is and why it is important? A Lady Bird Deed a good choice for you and your heirs?

To answer these questions and more, plan to come hear Britany E. Stewart, Esq., an Elder Law attorney, speak about "Estate Planning & Elder Law: Common Legal Issues That Touch People Over 65" at 3 p.m. on Saturday, July 20, at the Nature Coast Unitarian Universalists Fellowship, 7633 N. Florida Ave., Citrus Springs.

This is a free educational event and light refreshments will be served. For more information, email contact@nccu.org or call 352-465-4225.

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04 Saturday, July 27, 2024

### Did aunt dress inappropriately to ruin niece's wedding?

By [Name]

It was a beautiful day for a wedding. The bride and groom were getting married in a beautiful ceremony. The aunt, however, decided to dress inappropriately. She wore a revealing outfit that caused a scene. The bride's mother was furious. The aunt was embarrassed. The wedding was ruined.

**ANSWER TO TODAY'S PUZZLE**

1. A. B. C. D. E. F. G. H. I. J. K. L. M. N. O. P. Q. R. S. T. U. V. W. X. Y. Z.

04 Saturday, July 27, 2024

### NATION & WORLD

#### Biden pushes party unity as he resists calls to step aside

By [Name]

President Joe Biden is pushing for party unity as he resists calls to step aside. He is facing pressure from both sides of the aisle. Democrats want him to stay, while Republicans want him to go. Biden is trying to balance the interests of both parties.

#### Trump urges unity while proposing sweeping populist agenda in RNC finale

By [Name]

Donald Trump is urging party unity while proposing a sweeping populist agenda in the RNC finale. He is calling for a new direction for the party. His agenda includes economic reform, energy independence, and national security.

04 Saturday, July 27, 2024

### Future Ready

Train Today, Succeed Tomorrow

Our program is designed to support eligible candidates by covering their tuition, paying the way to a new and exciting career. For more information, visit [bit.ly/CITRUSFUTURES](http://bit.ly/CITRUSFUTURES) or call 800-434-5627.

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04 Saturday, July 27, 2024

### Ward Eye Center

8490 W. Homosassa Trail, Homosassa (352) 628-0123 (352) 489-3579

Modern Diabetic Eye Specialist

Ward Eye Center is a leading provider of eye care services. We specialize in the treatment of diabetic eye disease. Our team of experts uses the latest technology to provide the best possible care for our patients.

04 Saturday, July 27, 2024

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04 Saturday, July 27, 2024

### Excellence In Gastrointestinal Care

6410 W. Gulf to Lake Hwy, Crystal River, FL 34429 (352) 563-2450 [www.citrusge.com](http://www.citrusge.com)

Our physicians are all Board Certified in Gastroenterology and provide care in all 12 aspects. We use state-of-the-art technology and techniques with the goal of providing cost-effective and quality care.

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04 Saturday, July 27, 2024

### The Senate's sweet secret

By [Name]

The Senate has a secret. It's a secret that has been kept for years. It's a secret that could change the way we think about the Senate. The secret is that the Senate is not what you think it is. It's a place of power and influence. It's a place where the future is being decided.

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04 Saturday, July 27, 2024

### Apply now for FALL!

At the College of Central Florida, you can choose a certificate, associate degree or bachelor's degree that will put you on the path to a high-demand, high-wage career. With affordable tuition, small classes and personalized student support services, we're here to help you succeed.

Fall semester starts Aug. 19.

04 Saturday, July 27, 2024

### The forgotten historic July day

By [Name]

July 27th is a day that is often forgotten. It's a day that has a rich history. It's a day that has shaped the way we live today. The story of July 27th is a story of courage and sacrifice. It's a story that we should never forget.

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04 Saturday, July 27, 2024

### CITRUS COUNTY CHRONICLE

Today's Paper e-Edition

Special Sections

TOP STORIES

Save now at Publix

Future Ready

Ward Eye Center

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FUTURE READY PLACED MEDIA



Citrus County

# Future READY

Your paragraph text

GET STARTED!





# Talent Connection

**Virtual recruiting opportunity that showcases top Information Technology graduates who are ready for hire**

**Talent Connection is presented by the Talent Center in partnership with the College of Central Florida**

**Wednesday, Sept. 18 beginning at 10 a.m.**

*Presented by:*





# PRYB GRADUATION





# SUMMER JOB FAIR





UPCOMING

# CITRUS COUNTY JOB FAIR

 TUESDAY, AUG. 27 | 3 - 5 P.M.

 COLLEGE OF CENTRAL FLORIDA  
CITRUS CAMPUS  
3800 S. LECANTO HIGHWAY



# MARION COUNTY JOB FAIR

Wednesday, Sept. 25 | 3 - 5 p.m.  
College of Central Florida Klein Center  
3001 SW College Rd, Ocala, FL 34474





# WCLM LIVE BUSINESS SHOWCASE



**JUNE** AutoZone  
{1,900+ Plays}



**JULY** Summer Job Fair  
Community Home Project  
[697 Plays]





# IN THE NEWS

careersourceclm.com/in-the-news

[8 Releases | 27 News Features]



## Riverland News

## gazette

## CITRUS COUNTY

## CHRONICLE



### Marion County job fair helps residents frustrated with unemployment



As unemployment rates go up, residents attending a career fair share their struggles with the job market.

### Businesses showcasing opportunities at area summer job fair

Summertime doesn't have to be summer time for those who believe their employment prospects are lukewarm at best. That's because these prospects are set to heat up at the summer job fair from 5-7 p.m. Tuesday, July 23, at Howard Academy Community Center, 306 NW Seventh Ave., Building 3, in Ocala.

### Bootcamp for free broadband infrastructure training set

70,000 residents and businesses in Levy, Dixie, Gilchrist, Suwanee, Union, Lafayette, Hamilton, Taylor, Madison, Jefferson and Columbia counties located in Northwest Florida.

### BUSINESS

#### Future Ready: Helping 'opportunity youth' unlock potential

For years they've been referred to as "disadvantaged" or "at-risk." They are our disconnected older youth and young adults, ages 18-24, who are neither in school nor working, and missing opportunities to both learn and earn.

#### Jobless rates rise in Citrus-Levy-Marion region

OCALA - The jobless rate in the CareerSource Citrus Levy Marion region in June, up 0.7 percentage point over the month and 0.5 percentage greater than the region's year ago rate of 4.0 percent.

CITRUS COUNTY CHRONICLE logo and navigation links.

Citrus jobless rate dips to 4.5% in May article snippet with audio player and social media links.

### Looking for work? Attend fair today

Job Fair advertisement featuring a resume and application form image.

### Becoming 'Future Ready' with free tuition in some programs

Article snippet about Future Ready programs with CareerSource logo and text about income-eligible persons.

Summer job fair in Ocala promises to provide a variety of employment opportunities. Includes social media icons and contact information.



# SOCIAL MEDIA / DIGITAL STATS

Last 90 days



Total Followers: **3,061** ↑

Reach: **13,100**

Engagement Rate: 10.9%

+120 Page likes

+147 Follows

## Best Post

Reach:  
**2,291**

Summer  
Job Fair



Total Followers: **1,905** ↑

Reach: **48,204**

Engagement Rate: 2.5%

+52 page likes

+242 Follows

## Best Post

Reach:  
**3,538**

Shares:  
**20**

Job Title	Location
#12441565 Web-Based Information Specialist Full Time HS or Equiv. + Web Exp. / \$16.46 hr.	Citrus County Inverness
#12442555 Warehouse Leader Full Time HS or Equiv. + Fork Lift exp. / \$15-\$22 hr.	Citrus County Leicester
#12440545 Bus Drivers/School (Class B CDL, 144) Full Time HS or Equiv. / \$7.21-\$24.28 hr.	Levy County Bronson
#12442301 Iron Worker - Welder Full Time 3 years Exp. + DL / \$20-\$28 hr.	Levy County Chiefland
#12441939 Civil Estimator Full Time Degree + 5 yrs. Exp. / \$85K-\$115K yr.	Marion County Multiple Sites
#12440090 Machinist Full Time HS or Equiv. + 3 yrs. Exp. / \$24-\$27 hr.	Marion County Ocala



Total Followers: **1,132** ↑

UniqueVisitors: **123**

Impressions: **11,877**

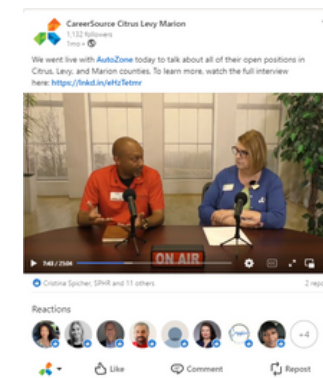
Engagement Rate: 9.6%

+53 followers

## Best Post

Reach:  
**2,387**

AutoZone  
Business  
Showcase



Total Subscribers: **2,086** ↑

Open Rate: **25%** (Past 60 days)

Click Rate: **2.94%** (Past 60 days)

+175 subscribers

## Average Rates for the Nonprofit Industry Sector

Open Rate: **25.17%\***

Click Rate: **2.79%\***

According to Intuit and Mailchimp\*