



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

**MINUTES**

DATE: August 21, 2024  
PLACE: 2703 NE 14<sup>th</sup> Street, Ocala, FL 34470  
TIME: 9:00 a.m.

**MEMBERS PRESENT**

Al Jones, Chair  
Darlene Goddard  
John Murphy  
Kim Baxley

**MEMBERS ABSENT**

Kathy Judkins  
Staci Bertrand

**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 9:00 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 22, 2024, meeting. Darlene Goddard seconded the motion. Motion carried.

**DISCUSSION ITEMS**

**State Update**

Rusty Skinner updated the committee on the following items:

- State law requires at least 50% of adult and dislocated funding be used every program year. In the past our region has routinely sought a waiver. Despite efforts to educate businesses on the benefits of utilizing our Custom Business Training programs and On-the-Job Training programs there continues to be a lack of interest. We will be looking to other regions that have successfully engaged businesses in their programs for guidance. Recommendations for how we move forward will be brought to the next board meeting.
- We recently sold the large mobile unit. The State has approved the purchase of a van that will be used for outreach during emergency response situations, such as

hurricane impact.

- The State has notified the regions that there will not be a standardization of websites across CareerSource regions. In our next meeting cycle, we anticipate presenting an action item for an RFP to revamp the website.

### WIOA Plan

Cory Weaver explained that the local workforce plan is updated every 4 years with a 2-year modification window. The current plan ends December 31, 2024. The new plan will be in effect January 1, 2025, through December 31, 2028. The Plan will be presented at the September board meeting and is due October 2 to the State.

### Workforce Issues that are Important to Our Community

Darlene Goddard shared that there are new laws affecting real estate agents, which will have a significant impact on how real estate transactions are conducted.

Al Jones praised the business services team. Their hard work is reflected in the success of the many job fairs and other events he has attended.

### 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, almost doubling attendance from the previous year. Internal business coordinators have been hired in Citrus and Levy boosting business engagement and activities in those counties. She invited committee members to visit the upcoming Citrus County Job Fair on August 27.

#### Marketing and Outreach Report

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

- The Digital Marketing Manager position has been posted. A hiring decision will be made in the next couple of weeks.
- In partnership with the Citrus County Chronicle, the Future Ready Program launched in Citrus County. The website was presented. The campaign focuses on young adults ages 18 through 24, introducing them to post-secondary education within high demand occupations. Advertising was targeted to the focus group, as well as parents and grandparents. Another push in advertising will occur in the Fall for the Spring semester enrollment.
- Overall click rates and open rates have seen a significant increase across all platforms.

### MATTERS FROM THE FLOOR

### ADJOURNMENT

There being no further business, the meeting was adjourned at 9:43 a.m.

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