



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

MINUTES

DATE: November 13, 2024
PLACE: 2703 NE 14th Street, Ocala, FL 34470
TIME: 9:00 a.m.

MEMBERS PRESENT

Al Jones, Chair
Darlene Goddard
Kathy Judkins

MEMBERS ABSENT

Kim Baxley
Staci Bertrand
John Murphy

OTHER ATTENDEES

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

Kaley Phillips, 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

Kathy Judkins made a motion to approve the minutes from the August 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 has issued the standardized ITA and OJT forms as well as the Eligible Training Provider list. Regions will need to individually sign contracts with each provider. Some providers that are resistant to engaging in a contract. The concern has been raised with the State and it continues to be an issue.
- Adrienne Johnston will be visiting our region on December 9. An agenda of priority discussion items is being drafted.
- The regional planning submission documents are being finalized and will be presented at the December board meeting. Board members are invited to identify and present areas of focus for regional planning.

Workforce Issues that are Important to Our Community

There were no issues presented.

Survey Results

Cory Weaver explained that the survey ran from October 3 through October 28. Eighty-eight responses were received.

Noted take-aways from the responses were:

- Businesses that used our training services felt that the staff were knowledgeable, and the program participants were quality candidates.
- Businesses that used our training services found the processes involved need to be streamlined.
- Survey completers provided these reasons as to why they did not use our services:
 - Unaware of the programs available
 - Not the decision maker for their organization
 - Training is handled within their organization.

Kathy Judkins asked what the next steps to create business engagement. Cory Weaver explained that potentially a business consultant may need to be utilized to enhance messaging and create focus groups for further discussion. Kathy Judkins added tapping into local retail, restaurant, realtor, and homeowner associations may be another avenue.

All committee members agreed the survey was well done and produced through responses that can be turned into action.

PUBLIC COMMENT

None

ACTION ITEMS

Website RFP

Dale French explained that the current website launched in 2019 and needs updating. Darlene Goddard made a motion to approve the release of the Request for Proposals for the creation of a new website. Kathy Judkins seconded the motion. Motion carried.

Business Service Consultation

Dale French explained we have been evaluating our approach to marketing our local work-based learning programs. We would like to solicit proposals from subject matter experts in the field of business engagement to assist us in the final steps of revamping our outreach materials, communication tools and staff approach of outreach. Kathy Judkins made a motion to approve the release of Request for Proposal for business services outreach consultation services. Darlene Goddard seconded the motion. Motion carried.

PROJECT UPDATES

Event Report

Cory Weaver highlighted items from the Event Report. She noted increased attendance at hiring events and job fairs. She also noted the addition of Ivy H. Smith. They are a construction company that also has a fiber optics branch of their business. We are

partnering with them with our broadband grant.

She shared that the CareerSource Florida COO Jason McCandless attended the Citrus County Paychecks for Patriots Job Fair. She invited the members to attend the upcoming Marion County Paycheck for Patriots Job Fair.

Marketing and Outreach Report

Laura Byrnes introduced Kaley Phillips as the new Digital Marketing Manager. She also highlighted a variety of marketing activities that occurred in the quarter.

She noted the below:

- The Heart of HR Conference will be held on April 1, 2025, at the Cultural Square Center in On Top of the World. Sponsorship opportunities are available. Johnny C. Taylor, a prominent figure with SHRM will be the keynote speaker.
- Talent Center hosted the first Talent Connection recruiting showcase. Talent Center partnered with CF for the pilot event that occurred in September. This is the first virtual recruiting showcase where businesses were able to engage with four IT graduates. It was a success, and a second event will occur on November 21 with accounting graduates.
- Another successful Paycheck for Patriots event is scheduled for Marion County on November 19.
- Many news outlets have run feature stories and ads. Social media posts continue to trend up.
- Valerie Hancock was celebrated as our Florida Workforce Champion.

MATTERS FROM THE FLOOR

ADJOURNMENT

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

APPROVED: _____