



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

**MARKETING AND OUTREACH COMMITTEE  
 AGENDA**

**Wednesday, November 13, 2024 – 9:00 a.m.**

**Zoom Meeting:** <https://us02web.zoom.us/j/82005510262>

**Phone No: 1-646-558-8656 (EST) Meeting ID: 820 0551 0262**

Call to Order  
 Roll Call  
 Approval of Minutes, August 21, 2024

A. Jones  
 C. Schnettler  
 A. Jones

Pages 2 - 3

**DISCUSSION ITEMS**

State Update  
 Workforce Issues that are Important to Our Community  
 Survey Results

R. Skinner  
 R. Skinner  
 C. Weaver

Pages 4 - 12

**PUBLIC COMMENT**

**ACTION ITEMS**

Website RFP  
 Business Services Consultation

D. French  
 D. French

Page 13  
 Page 14

**PROJECT UPDATES**

Event Report  
 Marketing and Outreach Report

C. Weaver  
 L. Byrnes

Page 15  
 Pages 16 - 27

**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: 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

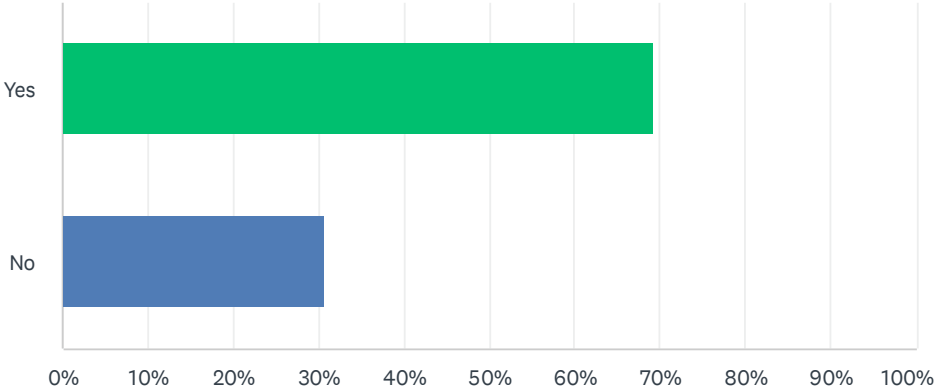
### ADJOURNMENT

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

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

# Q1 Are you familiar with CareerSource Citrus Levy Marion (CSCLM), which provides employment-related services to local businesses?

Answered: 88 Skipped: 0

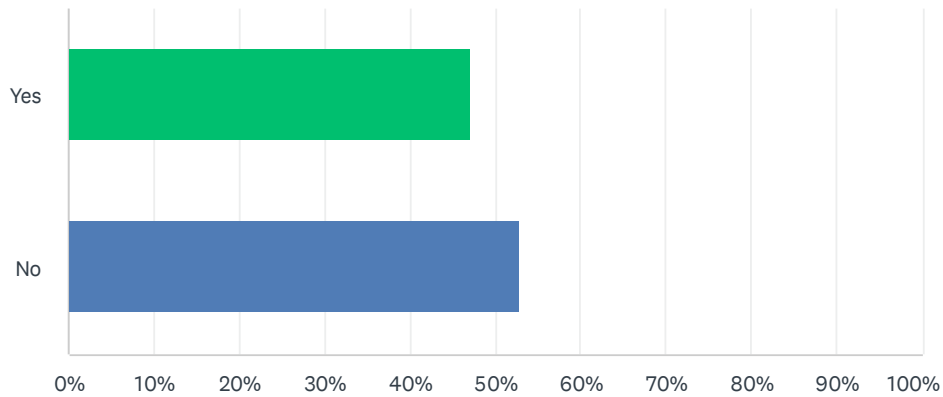


ANSWER CHOICES	RESPONSES	
Yes	69.32%	61
No	30.68%	27
TOTAL		88



Q2 In addition to helping employers fill open positions with qualified applicants, CSCLM also provides no-cost services that can reimburse up to 50% of new hires' wages or help train existing employees to gain new skills. Would you like to learn more about securing funding to help hire/train staff?

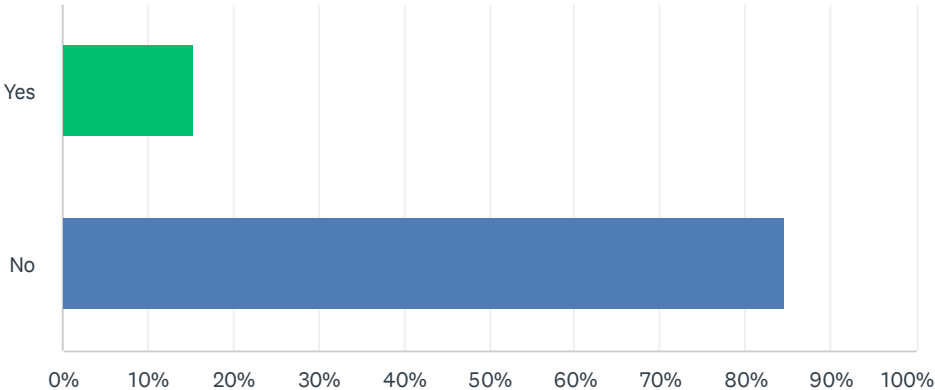
Answered: 87 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	47.13%	41
No	52.87%	46
TOTAL		87

### Q3 Has CSCLM helped you train employees in the past?

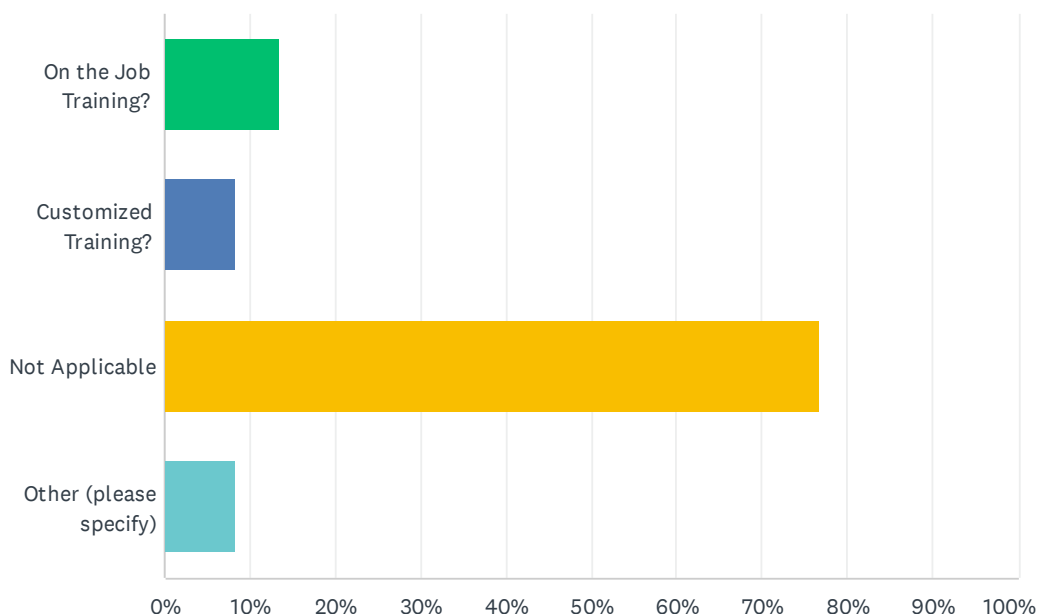
Answered: 85 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	15.29%	13
No	84.71%	72
TOTAL		85

## Q4 Was that training ...

Answered: 60 Skipped: 28



ANSWER CHOICES	RESPONSES
On the Job Training?	13.33% 8
Customized Training?	8.33% 5
Not Applicable	76.67% 46
Other (please specify)	8.33% 5
Total Respondents: 60	

#	OTHER (PLEASE SPECIFY)	DATE
1	Licensing	10/23/2024 12:55 PM
2	Certification	10/23/2024 9:32 AM
3	Youth Build Program	10/8/2024 9:59 AM
4	My husbands company Wiley Productions has hired a few with your help!	10/3/2024 11:20 AM
5	In a former position they provided insight on such things as direction to employee handbook, on site training ideas, and symposiums for management	10/3/2024 9:24 AM

## Q5 What worked well when using the training services?

Answered: 14 Skipped: 74

#	RESPONSES	DATE
1	The training aligned with our needs	10/25/2024 10:05 AM
2	People come to the workplace with knowledge	10/23/2024 12:55 PM
3	Combination of online and in person	10/23/2024 9:35 AM
4	The program set up and communication w/staff. They are fantastic.	10/23/2024 9:32 AM
5	I personally used the services when I was unemployed back 2014. The resume is key and the learning skills were also much appreciated.	10/23/2024 9:21 AM
6	The real life aspect of the work that was to be applied.	10/23/2024 9:19 AM
7	we have not tried it yet	10/23/2024 9:10 AM
8	Career Source training and preparing the youth	10/8/2024 9:59 AM
9	N/A	10/3/2024 3:51 PM
10	N/A	10/3/2024 10:52 AM
11	It met the needs we identified for our employees	10/3/2024 9:25 AM
12	The candidate gets great training and the company gets a potential employee they have already trained.	10/3/2024 9:18 AM
13	NA	10/3/2024 9:13 AM
14	Various resources being available	10/3/2024 9:09 AM

## Q6 What -if anything - did you find challenging or less than ideal when working with CSCLM or using the training services?

Answered: 12 Skipped: 76

#	RESPONSES	DATE
1	Setting the training up was cumbersome	10/25/2024 10:05 AM
2	Did not work with them	10/23/2024 12:55 PM
3	Na	10/23/2024 9:35 AM
4	Some of the technology (job posting/finding qualified candidates was challenging).	10/23/2024 9:32 AM
5	none	10/23/2024 9:21 AM
6	OJT slows or removes productivity.	10/23/2024 9:19 AM
7	not been through process yet	10/23/2024 9:10 AM
8	It works well, some of the candidates just wish that they could start working on the homes sooner in the process.	10/8/2024 9:59 AM
9	N/A	10/3/2024 3:51 PM
10	N/A	10/3/2024 10:52 AM
11	You can't control whether a candidate will complete the internship. People have personal issues outside of work that prevents them from completing the program.	10/3/2024 9:18 AM
12	NA	10/3/2024 9:13 AM

## Q7 What could be improved or changed with the contracting or payment process used by CSCLM?

Answered: 11 Skipped: 77

#	RESPONSES	DATE
1	Simple online forms for contracting and payment processing	10/25/2024 10:05 AM
2	I think they are doing a great job	10/23/2024 12:55 PM
3	Na	10/23/2024 9:35 AM
4	n/a	10/23/2024 9:21 AM
5	n/a	10/23/2024 9:19 AM
6	n/a	10/23/2024 9:10 AM
7	N/A	10/8/2024 9:59 AM
8	N/A	10/3/2024 3:51 PM
9	N/A	10/3/2024 10:52 AM
10	The process works. It's just up to the people to have the will to complete the program.	10/3/2024 9:18 AM
11	NA	10/3/2024 9:13 AM

## Q8 What are the reasons, if any, for not partnering with CSCLM yet to train your employees?

Answered: 49 Skipped: 39

#	RESPONSES	DATE
1	Cost	10/25/2024 12:31 PM
2	I don't need the government even more in my business	10/25/2024 10:08 AM
3	Unaware of services	10/25/2024 10:04 AM
4	didn't know	10/24/2024 12:27 PM
5	Don't know how to use it.	10/24/2024 10:28 AM
6	Not aware of program.	10/23/2024 2:10 PM
7	Low turnover, good in house training, and hiring practices that focus on seasoned, already trained professionals.	10/23/2024 2:08 PM
8	Was not aware to the training	10/23/2024 1:55 PM
9	N/A	10/23/2024 1:47 PM
10	not many employees at company, can come on as a licensed LO.	10/23/2024 12:55 PM
11	Didn't know about it.	10/23/2024 10:52 AM
12	Not aware of the option.	10/23/2024 10:49 AM
13	I wasn't aware they offered training services. Actually, I wasn't aware they did anything besides unemployment.	10/23/2024 10:35 AM
14	Not aware of the service	10/23/2024 10:10 AM
15	N/A	10/23/2024 9:53 AM
16	Not needed at this time	10/23/2024 9:36 AM
17	I changed roles and no longer make those decisions	10/23/2024 9:33 AM
18	We are a thoroughbred breaking and training horse farm that requires specialized on-the-job training that is very specific to our horses' needs.	10/23/2024 9:25 AM
19	I do not have local employees or the need for them yet. However, I have worked with Career Source in the past (Broward County) and value your mission and services and I do plan on using CSCLM in the future as my business grows.	10/23/2024 9:24 AM
20	not a decision maker	10/23/2024 9:21 AM
21	At this time, we are not looking to expand - CSCLM will be at the top of my list when looking to expand.	10/23/2024 9:20 AM
22	Done in house.	10/23/2024 9:12 AM
23	We are based further south, in Sumter County and our employee base is here.	10/23/2024 9:12 AM
24	small staff, low turnover	10/23/2024 9:10 AM
25	I work at the College of Central Florida, and we partner with CSCLM for our students, but CF has an internal employee training department that meets our needs.	10/23/2024 9:08 AM
26	I believe our organization completes all training in house. I am not in the Human Resources or Training departments.	10/23/2024 9:07 AM
27	Our clients are visually impaired and blind.	10/23/2024 9:05 AM

## Work-based Learning Survey

28	We use our own HR department for hiring and training is done at our facility.	10/23/2024 9:05 AM
29	I'm not the decision maker	10/23/2024 9:04 AM
30	Don't know anything about what you do.	10/11/2024 11:17 AM
31	N/A	10/8/2024 9:59 AM
32	Did not know about it and doesn't apply to our business. We are a dance studio so dance and teaching training is done in house.	10/3/2024 8:11 PM
33	Seems complicated	10/3/2024 4:00 PM
34	We are very small. We haven't hired many employees.	10/3/2024 3:56 PM
35	wasnt sure if I would have a position that you could help fill. I own a dance studio, but I could use a front desk greater.	10/3/2024 11:21 AM
36	I don't have employees. I only have booth renters.	10/3/2024 10:52 AM
37	1) Size of office (1 person) 2) Financial advisors have industry-specific licensing and training	10/3/2024 10:43 AM
38	We have primarily contracted workers who are hired to perform specific grant deliverables.	10/3/2024 9:57 AM
39	I wasn't aware of it until now.	10/3/2024 9:38 AM
40	Most positions require specialized training which we provide to new employees	10/3/2024 9:29 AM
41	I've partnered with them, but because the past 3 interns not making it through the program I'm not allowed to use it on the Adult side any more only the Ekerd.	10/3/2024 9:27 AM
42	Current position does not utilize outside resources for such. We have "in house" training and procedures	10/3/2024 9:25 AM
43	I am not an employer	10/3/2024 9:21 AM
44	I'm not the decision maker	10/3/2024 9:18 AM
45	specialized work	10/3/2024 9:13 AM
46	Single employee company :)	10/3/2024 9:13 AM
47	NOT SURE IF ANYTHING APPLIES TO FARM WORK OR TOURISM GUIDES.	10/3/2024 9:13 AM
48	We have and continue to partner when the need arises.	10/3/2024 9:09 AM
49	test	9/30/2024 8:34 AM





## **RECORD OF ACTION/APPROVAL**

### **Marketing and Outreach Committee**

**Wednesday, November 13, 2024**

#### **TOPIC/ISSUE:**

Release of Request for Proposals (RFP) for careersourceclm.com website.

#### **BACKGROUND:**

Our current website was launched in 2018. The platform it was created on has reached it's end of life. It is no longer capable of required updates to keep it workable in our ever-changing environment.

#### **POINTS OF CONSIDERATION:**

An RFP will allow us to provide web development firms a list of the needed functions and quality of life features for our users to ensure the new site meets our specific needs and will provide flexibility in the future. RFP's are not based solely on proposed budgets by bid respondents and allows the committees and board flexibility to select a vendor that best suits our needs.

#### **STAFF RECOMMENDATIONS:**

Requesting approval for authority to release a Request for Proposals for the creation of a new careersourceclm.com website.

#### **COMMITTEE ACTION:**

#### **BOARD ACTION:**



## **RECORD OF ACTION/APPROVAL**

### **Marketing and Outreach Committee**

**Wednesday, November 13, 2024**

#### **TOPIC/ISSUE:**

Release of Request for Proposals (RFP) for business services outreach.

#### **BACKGROUND:**

We have begun looking at our approach to marketing our local work-based learning programs – On the Job Training, Custom Business Training (employed workers) and Paid Internships and Paid Work Experience. We have identified a need to increase use of these programs in the business community. Increased use will help with better business relations and understanding of the many services we offer, performance, and investment in new, transitioning and existing members of the workforce in our region.

#### **POINTS OF CONSIDERATION:**

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.

#### **STAFF RECOMMENDATIONS:**

Requesting approval for authority to release a Request for Proposals for business services outreach consultation services.

#### **COMMITTEE ACTION:**

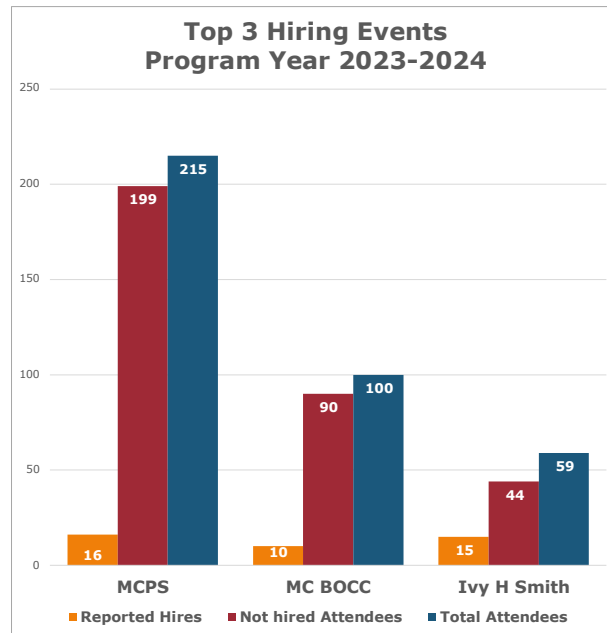
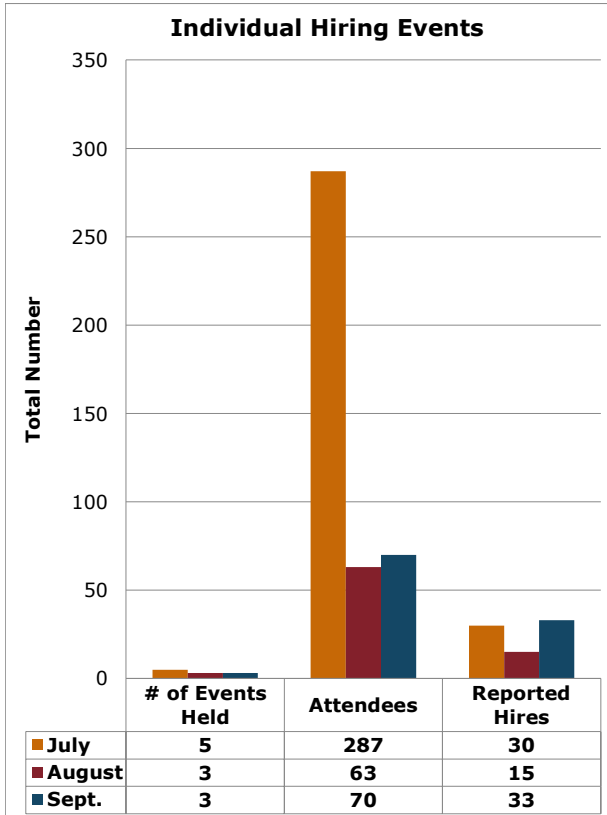
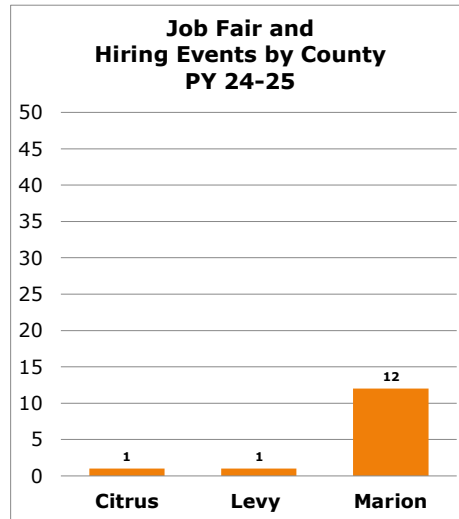
#### **BOARD ACTION:**

**PY 24 - 25 Individual Events**

**Total Events: 11  
Attendees: 420  
Reported Hires: 78**

**PY 23 - 24 Job Fairs**

**Attendees: 571  
Businesses: 66**



**Other Individual Hiring Events 7/2024 - 9/2024**

Event Date	Event Name	Event Location	County
7/16	Florida Department of Agriculture	Chiefland Center	Levy
7/24	Coke Florida	14th Street	Marion
7/30	Kids Central	14th Street	Marion
8/1	Florida Department of Juvenile Justice	Marion Regional JDC	Marion
8/7	Ring Power	14th Street	Marion
9/4	RealTruck	RealTruck	Marion
9/5	Coke Florida	14th Street	Citrus



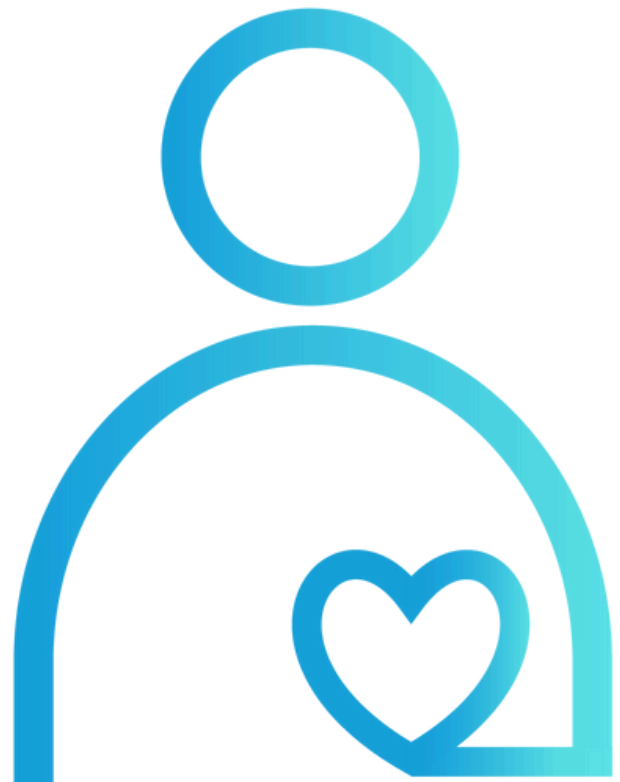
CareerSource  
CITRUS | LEVY | MARION



# OUTREACH HIGHLIGHTS

COMMUNICATIONS AND MARKETING | NOV. 13, 2024





# THE HEART OF HR

*DRIVING ENGAGEMENT AND INNOVATION*



**TUESDAY, APRIL 1, 2025 | CIRCLE SQUARE CULTURAL CENTER**



# THE HEART OF HR

*DRIVING ENGAGEMENT AND INNOVATION*



FILL OUT THE CONTACT FORM AND  
WE WILL SEND YOUR AN INVOICE.

CLICK HERE: [BIT.LY/HRSPONSOR](https://bit.ly/hrsponsor)  
OR SCAN THE QR CODE

# SPONSORSHIP OPPORTUNITIES

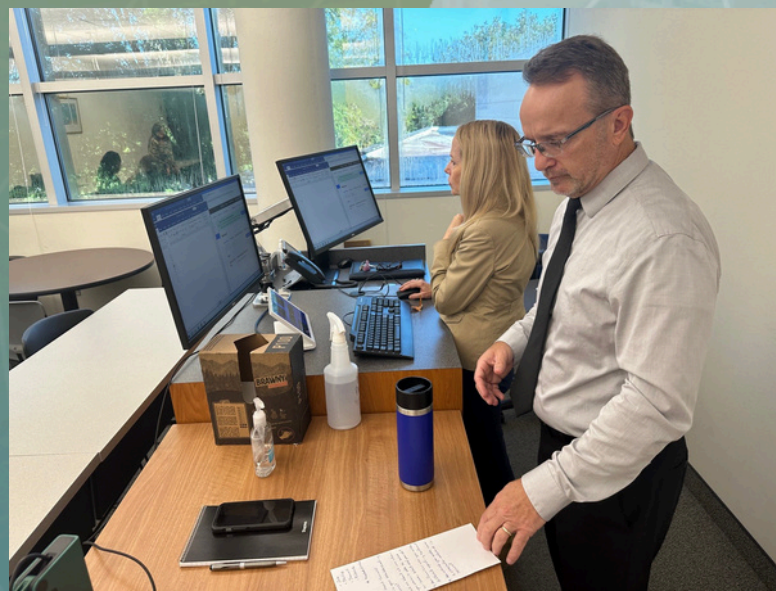




# Talent Connection



**Virtual Recruiting Showcasing Top Graduates Ready for Hire**  
**Information Technology: Sept. 18**  
**Accounting: Nov. 21**



*Presented by:*





# CITRUS COUNTY JOB FAIR

139 CANDIDATES!



<https://bit.ly/CitrusCountyJobFair2024>

AUG. 27, 2024



# MARION COUNTY JOB FAIR

300+ CANDIDATES!



<https://bit.ly/MarionCountyJobFair2024>

SEPT. 25, 2024



# PAYCHECKS for PATRIOTS: *Powered by Hope Florida*



## SCHEDULED EVENTS:

**Nov. 12 from 2-4 p.m.**  
Realtor's Association of Citrus County  
Free Bus Fare Citrus County Transit

**Nov. 19 from 2-4 p.m.**  
CF Klein Conference Center  
Free Bus Tokens SunTran



# IN THE NEWS

careersourceclm.com/in-the-news  
[8 Releases | 30 News Features]





## Pair of 'veterans friendly' Paychecks for Patriots Job Fairs set for November



Story and Graphic Provided By Laura Byrnes, APR, CPRC, FCWP CareerSource CLM Director of Communications Published Oct. 17, 2024 at 11:15 p.m.

OCALA — CareerSource Citrus Levy Marion is scheduled to hold two "Paychecks for Patriots" job fairs in November as part of veterans with employment opportunities. The Citrus County Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway. One week later, the 12th Annual Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway.

Henry Ayala, a United States Army vet representative for CareerSource CLM, and employers with immediate jobs to fill who developed during military service. "Our veterans, service men and women set of skills to our workforce as well as in CareerSource CLM is certainly honored sacrificed for our country."

Paychecks for Patriots features a variety of immediate jobs to fill, including the Florida Ocala and Chick-H-A. Additionally, CareerSource CLM CareerSource CLM Career Center's Clothes Closet will be open at no charge for the job fair. Those interested in attending the job fair should register in advance at <https://www.careersourceclm.com>.

Free Job-Fair Preparation Clinic on Y Marion County CareerSource CLM Career Center's Clothes Closet will be open at no charge for the job fair. Those interested in attending the job fair should register in advance at <https://www.careersourceclm.com>.

Free Rides to the Job Fairs This year for veterans in Citrus County attending Paychecks for Patriots job fairs is free and open to all veterans and active service members. For fastest access, attendees are encouraged to register in advance at <https://www.careersourceclm.com>.

Free Rides to the Job Fairs This year for veterans in Citrus County attending Paychecks for Patriots job fairs is free and open to all veterans and active service members. For fastest access, attendees are encouraged to register in advance at <https://www.careersourceclm.com>.

Free Rides to the Job Fairs This year for veterans in Citrus County attending Paychecks for Patriots job fairs is free and open to all veterans and active service members. For fastest access, attendees are encouraged to register in advance at <https://www.careersourceclm.com>.

Free Rides to the Job Fairs This year for veterans in Citrus County attending Paychecks for Patriots job fairs is free and open to all veterans and active service members. For fastest access, attendees are encouraged to register in advance at <https://www.careersourceclm.com>.

Free Rides to the Job Fairs This year for veterans in Citrus County attending Paychecks for Patriots job fairs is free and open to all veterans and active service members. For fastest access, attendees are encouraged to register in advance at <https://www.careersourceclm.com>.

Free Rides to the Job Fairs This year for veterans in Citrus County attending Paychecks for Patriots job fairs is free and open to all veterans and active service members. For fastest access, attendees are encouraged to register in advance at <https://www.careersourceclm.com>.

Free Rides to the Job Fairs This year for veterans in Citrus County attending Paychecks for Patriots job fairs is free and open to all veterans and active service members. For fastest access, attendees are encouraged to register in advance at <https://www.careersourceclm.com>.

Free Rides to the Job Fairs This year for veterans in Citrus County attending Paychecks for Patriots job fairs is free and open to all veterans and active service members. For fastest access, attendees are encouraged to register in advance at <https://www.careersourceclm.com>.

## 'Fall' into new career opportunities at Marion County Job Fair

SPECIAL TO THE RIVERLAND  
CareerSource Citrus Levy Marion is holding a Marion County Job Fair on Wednesday, Sept. 25, for anyone interested in "falling" into new career opportunities. The Fall Job Fair is free and open to any job seeker in the Citrus, Levy and Marion counties' region. It takes place from 3-5 p.m. at the College of Central Florida's Klein Conference Center, 3001 SW College Road in Ocala.

"Seasons change and so can employment prospects for anyone who wants to turn over a new leaf this fall and land a great job," said Rusty Skinner, CareerSource CLM's chief executive officer. "On one day, in one place, attendees have the opportunity to meet with hiring managers from across a variety of industries and all with immediate, exciting jobs to fill!"

To date, the following businesses will be recruiting to fill positions ranging from entry-level to experienced: AdvancedHealth, AutoZone Distribution Center, AutoZone Retail, BZ Resources, City of Belleview, City of Ocala, Coca-Cola Beverages Florida, Cone Distribution, Carson Window Systems, A Tella Company, Dollar Tree Retail, Empire Healthcare of Marion County, E-One, FedEx, Florida Department of Corrections, Florida Department of Health in Marion County, Florida Department of Justice, Justice, Full Spectrum ABA, HCA Healthcare, Heart of Florida Health Center, Ivy Health LLC, K&N Central Inc., Lockheed Martin Missiles and Fire Control, Maricopa Animal Hospital, Marion County Public Schools, J Lane, Ocean Housing Authority, Top of the World, Orono Court Quad Name, R + L Global Logistics, Sparkling OrganClean LI Staff America Inc, Victory Ho Health, and World Equine Center.

Those planning to attend should bring printed copies of their resume, dress professionally, and prepared for an on-the-spot job interview. For fastest access to event, participants are encouraged to register ahead of time at <https://www.careersourceclm.com>.

Job candidates interested in updating their resume, preparing a 30-second "elevator speech" highlighting their skills and experience, and preparing for an on-the-spot job interview should bring printed copies of their resume, dress professionally, and prepared for an on-the-spot job interview. For fastest access to event, participants are encouraged to register ahead of time at <https://www.careersourceclm.com>.

Job candidates interested in updating their resume, preparing a 30-second "elevator speech" highlighting their skills and experience, and preparing for an on-the-spot job interview should bring printed copies of their resume, dress professionally, and prepared for an on-the-spot job interview. For fastest access to event, participants are encouraged to register ahead of time at <https://www.careersourceclm.com>.

Job candidates interested in updating their resume, preparing a 30-second "elevator speech" highlighting their skills and experience, and preparing for an on-the-spot job interview should bring printed copies of their resume, dress professionally, and prepared for an on-the-spot job interview. For fastest access to event, participants are encouraged to register ahead of time at <https://www.careersourceclm.com>.

Job candidates interested in updating their resume, preparing a 30-second "elevator speech" highlighting their skills and experience, and preparing for an on-the-spot job interview should bring printed copies of their resume, dress professionally, and prepared for an on-the-spot job interview. For fastest access to event, participants are encouraged to register ahead of time at <https://www.careersourceclm.com>.

Job candidates interested in updating their resume, preparing a 30-second "elevator speech" highlighting their skills and experience, and preparing for an on-the-spot job interview should bring printed copies of their resume, dress professionally, and prepared for an on-the-spot job interview. For fastest access to event, participants are encouraged to register ahead of time at <https://www.careersourceclm.com>.

Job candidates interested in updating their resume, preparing a 30-second "elevator speech" highlighting their skills and experience, and preparing for an on-the-spot job interview should bring printed copies of their resume, dress professionally, and prepared for an on-the-spot job interview. For fastest access to event, participants are encouraged to register ahead of time at <https://www.careersourceclm.com>.

Job candidates interested in updating their resume, preparing a 30-second "elevator speech" highlighting their skills and experience, and preparing for an on-the-spot job interview should bring printed copies of their resume, dress professionally, and prepared for an on-the-spot job interview. For fastest access to event, participants are encouraged to register ahead of time at <https://www.careersourceclm.com>.

Job candidates interested in updating their resume, preparing a 30-second "elevator speech" highlighting their skills and experience, and preparing for an on-the-spot job interview should bring printed copies of their resume, dress professionally, and prepared for an on-the-spot job interview. For fastest access to event, participants are encouraged to register ahead of time at <https://www.careersourceclm.com>.

Job candidates interested in updating their resume, preparing a 30-second "elevator speech" highlighting their skills and experience, and preparing for an on-the-spot job interview should bring printed copies of their resume, dress professionally, and prepared for an on-the-spot job interview. For fastest access to event, participants are encouraged to register ahead of time at <https://www.careersourceclm.com>.

Job candidates interested in updating their resume, preparing a 30-second "elevator speech" highlighting their skills and experience, and preparing for an on-the-spot job interview should bring printed copies of their resume, dress professionally, and prepared for an on-the-spot job interview. For fastest access to event, participants are encouraged to register ahead of time at <https://www.careersourceclm.com>.

Job candidates interested in updating their resume, preparing a 30-second "elevator speech" highlighting their skills and experience, and preparing for an on-the-spot job interview should bring printed copies of their resume, dress professionally, and prepared for an on-the-spot job interview. For fastest access to event, participants are encouraged to register ahead of time at <https://www.careersourceclm.com>.

Job candidates interested in updating their resume, preparing a 30-second "elevator speech" highlighting their skills and experience, and preparing for an on-the-spot job interview should bring printed copies of their resume, dress professionally, and prepared for an on-the-spot job interview. For fastest access to event, participants are encouraged to register ahead of time at <https://www.careersourceclm.com>.

## CareerSource CLM hosts "Paychecks for Patriots" job fairs for veterans

By Daily Ocala October 16, 2024 11:54 am

CITRUS COUNTY, Fla. (Daily Ocala) — CareerSource Citrus Levy Marion (CLM) will hold two "Paychecks for Patriots" job fairs in November as part of veterans with employment opportunities. The Citrus County Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway. One week later, the 12th Annual Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway.



CITRUS COUNTY, Fla. (Daily Ocala) — CareerSource Citrus Levy Marion (CLM) will hold two "Paychecks for Patriots" job fairs in November.

## RECOVERY EFFORTS REMAIN STRONG



Storm damage from Hurricane Helene has left thousands of residents with homes that are damaged, furniture ruined and questions about what's next.

Help pours in for local businesses, displaced residents, pets affected by Hurricane Helene. Countywide, however, recycling collection in Crystal River has been suspended until further notice to allow Waste Management teams to prioritize household trash pick-up. Storm debris and bulk items, such as furniture, should be separated from household trash. Services may be delayed in certain areas if flooding or utility and tree issues create safety risks.

County launches business-update site. County Tourism Director Arvis Cole announced Wednesday that the county has launched a new landing page providing timely updates on local businesses supporting the tourism industry, along with helpful resources. The page can be found at [shorturl.at/mjw3](https://www.visitcr.com).

Waste management. Management on Wednesday resumed collection of regular household trash in Citrus County. For updated information and service details, visit [www.wm.com](https://www.wm.com).

Waste management. Management on Wednesday resumed collection of regular household trash in Citrus County. For updated information and service details, visit [www.wm.com](https://www.wm.com).

## Pair of 'veterans friendly' Paychecks for Patriots Job Fairs this month

Friday, November 1, 2024 • VOLUME 3 ISSUE 44

CareerSource CLM will hold two "Paychecks for Patriots" job fairs in November as part of veterans with employment opportunities. The Citrus County Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway. One week later, the 12th Annual Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway.

CareerSource CLM will hold two "Paychecks for Patriots" job fairs in November as part of veterans with employment opportunities. The Citrus County Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway. One week later, the 12th Annual Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway.

CareerSource CLM will hold two "Paychecks for Patriots" job fairs in November as part of veterans with employment opportunities. The Citrus County Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway. One week later, the 12th Annual Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway.

CareerSource CLM will hold two "Paychecks for Patriots" job fairs in November as part of veterans with employment opportunities. The Citrus County Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway. One week later, the 12th Annual Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway.

CareerSource CLM will hold two "Paychecks for Patriots" job fairs in November as part of veterans with employment opportunities. The Citrus County Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway. One week later, the 12th Annual Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway.

CareerSource CLM will hold two "Paychecks for Patriots" job fairs in November as part of veterans with employment opportunities. The Citrus County Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway. One week later, the 12th Annual Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway.

CareerSource CLM will hold two "Paychecks for Patriots" job fairs in November as part of veterans with employment opportunities. The Citrus County Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway. One week later, the 12th Annual Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway.

CareerSource CLM will hold two "Paychecks for Patriots" job fairs in November as part of veterans with employment opportunities. The Citrus County Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway. One week later, the 12th Annual Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway.

CareerSource CLM will hold two "Paychecks for Patriots" job fairs in November as part of veterans with employment opportunities. The Citrus County Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway. One week later, the 12th Annual Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway.

CareerSource CLM will hold two "Paychecks for Patriots" job fairs in November as part of veterans with employment opportunities. The Citrus County Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway. One week later, the 12th Annual Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway.

CareerSource CLM will hold two "Paychecks for Patriots" job fairs in November as part of veterans with employment opportunities. The Citrus County Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway. One week later, the 12th Annual Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway.

CareerSource CLM will hold two "Paychecks for Patriots" job fairs in November as part of veterans with employment opportunities. The Citrus County Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway. One week later, the 12th Annual Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway.

CareerSource CLM will hold two "Paychecks for Patriots" job fairs in November as part of veterans with employment opportunities. The Citrus County Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway. One week later, the 12th Annual Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway.

CareerSource CLM will hold two "Paychecks for Patriots" job fairs in November as part of veterans with employment opportunities. The Citrus County Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway. One week later, the 12th Annual Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 19, at the Realtor's Association of Citrus County at the Lake Highway.

## "Paychecks for Patriots" job fairs set for Marion and Citrus counties



CareerSource assists Cedar Key residents search for new careers after Hurricane Helene. Cedar Key residents are looking for new jobs after receiving damage from the hurricane season. A workforce assistance agency is helping Cedar Key residents search for new jobs after receiving damage from the hurricane season.

Cedar Key residents are looking for new jobs after receiving damage from the hurricane season. A workforce assistance agency is helping Cedar Key residents search for new jobs after receiving damage from the hurricane season.



CEDAR KEY CORY WEAVER DIRECTOR OF OPERATIONS, CAREERSOURCE CITRUS LEVY MARION

Deputies continue to look for 2 suspects, Keystone Elementary and High School.

## Riverland News

Friday, November 1, 2024 Vol. 44 No. 44

### WHAT'S HAPPENING

Badcock Home Furniture & More closing doors. The 50-year-old Danville, Va.-based furniture store is closing. Last year, the store's furniture store bought all the Badcock Home & Furniture stores and filed for bankruptcy protection in July, taking all the Badcock stores with it. The store is holding a 50-70 percent off going out of business sale.

Cemetery Club presents gospel concert. Danville Civic Community Cemetery Club presents a gospel concert at 8 p.m. Nov. 8. The concert will be held at Union Missionary Baptist Church located at 1975 SW 110th Place, Danville. All proceeds will go to the church.

County launches business-update site. County Tourism Director Arvis Cole announced Wednesday that the county has launched a new landing page providing timely updates on local businesses supporting the tourism industry, along with helpful resources. The page can be found at [shorturl.at/mjw3](https://www.visitcr.com).

Help pours in for local businesses, displaced residents, pets affected by Hurricane Helene. Countywide, however, recycling collection in Crystal River has been suspended until further notice to allow Waste Management teams to prioritize household trash pick-up. Storm debris and bulk items, such as furniture, should be separated from household trash. Services may be delayed in certain areas if flooding or utility and tree issues create safety risks.

County launches business-update site. County Tourism Director Arvis Cole announced Wednesday that the county has launched a new landing page providing timely updates on local businesses supporting the tourism industry, along with helpful resources. The page can be found at [shorturl.at/mjw3](https://www.visitcr.com).

Waste management. Management on Wednesday resumed collection of regular household trash in Citrus County. For updated information and service details, visit [www.wm.com](https://www.wm.com).

Waste management. Management on Wednesday resumed collection of regular household trash in Citrus County. For updated information and service details, visit [www.wm.com](https://www.wm.com).

Waste management. Management on Wednesday resumed collection of regular household trash in Citrus County. For updated information and service details, visit [www.wm.com](https://www.wm.com).

Waste management. Management on Wednesday resumed collection of regular household trash in Citrus County. For updated information and service details, visit [www.wm.com](https://www.wm.com).

Waste management. Management on Wednesday resumed collection of regular household trash in Citrus County. For updated information and service details, visit [www.wm.com](https://www.wm.com).

## Paychecks for Patriots: 'Veterans friendly' job fairs

Pair of events set Nov. 12 and 19

SPECIAL TO THE CHRONICLE  
Coming in November: CareerSource Citrus Levy Marion will hold two "Paychecks for Patriots" job fairs as part of a statewide effort to connect Florida veterans with employment opportunities.

The goal of Paychecks for Patriots is to help service members and veterans find employment in Florida. The event brings together employers with job openings and candidates with a variety of skills and experience. The Citrus County Paychecks for Patriots job fair is scheduled to be held Tuesday, Nov. 12, at the Realtor's Association of Citrus County, 714 S. Scarborough Ave., in Lecanto (off Gulf to Lake Highway).

One week later, the 12th annual Paychecks for Patriots in Marion County will be from 2-4 p.m. Tuesday, Nov. 19, at the College of Central Florida's Klein Conference Center, 3001 SW College Road in Ocala.

Free rides to the job fairs: This year, Citrus County Transit will waive bus fare for veterans in Citrus County attending Paychecks for Patriots on Nov. 12. Also, Ocala SunTran has once again provided

dedication," Ayala said. "CareerSource CLM is certainly honored to serve those who have proudly served and sacrificed for our country." Paychecks for Patriots features a variety of "veteran friendly" businesses with immediate jobs to fill, including the Florida Department of Corrections, FedEx, City of Ocala and Chick-H-A. Additionally, CareerSource CLM offers:

A Free Job Fair Preparation Clinic on Wednesday, Oct. 30 starts at 2 p.m. at the Marion County CareerSource CLM Career Center, 2703 NE 14th St., in Ocala. The center's Clothes Closet will be open at no charge for those interested in selecting attire for the job fair. Those interested in attending may register at <https://www.careersourceclm.com>.

Free Rides to the Job Fairs: This year, Citrus County Transit will waive bus fare for veterans in Citrus County attending Paychecks for Patriots on Nov. 12. Also, Ocala SunTran has once again provided



# SOCIAL MEDIA / DIGITAL STATS

Last 90 days



Total Followers: **3,165** ↑

Reach: **20,900**

Engagement Rate: 5.3%

**+118** page Follows (+33.3%)

## Best Post

Reach:  
**3,600**

WEC Hiring

Shares:  
**24**



Total Followers: **1,997** ↑

Reach: **40,761**

Engagement Rate: 5.5%\*

**+116** page Follows

\*Last 28 Days

## Best Post

Reach:  
**6,445**

Welders

Shares:  
**33**

Job Title	Location
#12441565 Web-Based Information Specialist Full Time HS or Equiv. + Web Exp. / \$15,46 hr.	Citrus County Inverness
#12442555 Warehouse Leader Full Time HS or Equiv. + Fork Lift exp. / \$15-\$22 hr.	Citrus County Leucosta
#12405545 Bus Drivers/School (Class B CDL, HHS) Full Time HS or Equiv. / \$17.21-\$24.28 hr.	Levy County Blomson
#12442301 Iron Worker - Welder Full Time 3 years Exp. - DL / \$20-\$28 hr.	Levy County Chiefland
#12441939 Civil Estimator Full Time Degree + Spns. 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: **1,164** ↑

Unique Visitors: **144** (+17%)

Impressions: **7,056**

Engagement Rate: 15.44%

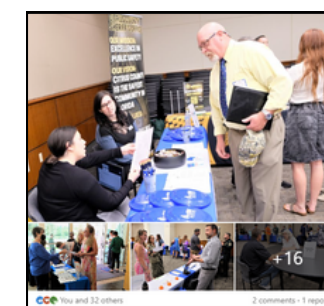
**+47** followers

## Best Post

Reach:  
**1,018**

CC Job Fair

Shares:  
**35**



Total Subscribers: **2,199** ↑

Open Rate: **31.7%**

Click Rate: **2.85%**

**+113** new subscribers

## Average Rates for the Nonprofit Industry Sector

Open Rate: **25.17%\***

Click Rate: **2.79%\***

According to Intuit and Mailchimp\*



# Workforce Professional Development Summit

Workforce Professional Champion

## VALERIE HANCOCK!



Congratulations to Valerie Hancock, senior career development coach, who was recognized earlier this month as one of Florida's Workforce Professional Champions.



**Communications Consortium**



# ADDITIONAL PROJECTS

- Citrus County Poverty Youth (Round 2)
- Broadband Training Campaign for Spring Semester
- Website Security and Stabilization
- Website Redesign
- Strategies for Ethically and Effectively Leveraging AI in PR
- CareerSource Florida Communications Consortium Chair