



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

**MARKETING AND OUTREACH COMMITTEE
 AGENDA**

Wednesday, February 12, 2025 – 9:00 a.m.

Zoom Meeting: <https://us02web.zoom.us/j/82957686095>

Phone No: 1-646-558-8656 (EST) Meeting ID: 829 5768 6095

Call to Order
 Roll Call
 Approval of Minutes, November 13, 2024

A. Jones
 C. Schnettler
 A. Jones

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DISCUSSION ITEMS

State Update
 Workforce Issues that are Important to Our Community
 Business Services Consultation

R. Skinner
 R. Skinner
 D. French

PUBLIC COMMENT

ACTION ITEMS

Website RFP

Pages 5 - 6
 D. French

PROJECT UPDATES

Event Report
 Marketing and Outreach Report

Page 7
 Pages 8 - 21
 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: 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: _____



RECORD OF ACTION/APPROVAL

Marketing Committee Wednesday, March 12, 2025

TOPIC/ISSUE:

Website Development RFP

BACKGROUND:

A request for proposals was released on December 12, 2024, for website development proposals. Five (5) proposals were received. A team of five reviewers composed of sr. leadership reviewed and ranked the proposals. The top two (2) proposals were interviewed on Tuesday, January 28. An aggregated scoring sheet is attached for reference.

POINTS OF CONSIDERATION:

Ahex Technologies and Appleton Creative were the top two proposals. Each was interviewed and the aggregated scoring for all categories for each reviewer total:

Ahex Technologies:	72.6 out of 100 possible points
Appleton Creative:	89 out of 100 possible points

STAFF RECOMMENDATIONS:

Proceed with an agreement with Appleton Creative for website development.

COMMITTEE ACTION:

BOARD ACTION:

Website Development Scoring Matrix - Average of All Reviewers Per Category

Criteria	Maximum Points	Reviewer Score						
		Ahex Technologies	Appleton Creative	DevTek	Sienna Creative Digital	Squeak Media		
1	Number of people (by level) located within the local office that will manage the project	5	3.5	4.8	3.2	1.5	2	
2	List of local office's current and prior site development projects	10	8	9.6	5	5.2	4.6	
3	The project team's experience in new site development	10	7.6	10	5	4.6	2.6	
4	The firm's ability to provide the 'Desired Functionalities' as listed in the RFP	10	8	9.4	6.2	4.2	3.6	
5	The firm's ability to meet the 'System Requirements' as listed in the RFP	10	8.4	9.6	6.8	4.4	4	
6	The firm's overall exhibited success in developing and launching a new website project on schedule and within budget	10	8.2	9.2	5.2	4.8	3	
7	Experience of senior or higher staff to be assigned to the project	10	6.6	9.8	7.4	2.8	2.6	
8	Overall supervision to be exercised over the project	5	2.8	3.6	3.4	1.1	1.1	
9	Relevant training of individuals to be assigned including seminars and courses within the last three years	5	1.3	1.8	1.3	1.2	1.3	
10	Overall cost to proposed features and benefits (if cost exceeds amounts listed in the RFP consider the features and benefits if the additional cost supports the overall project scope)	25	21.2	18.2	16.6	21	18.6	
Reviewers Total Score:		100	75.6	86	60.1	50.8	43.4	

Reviewers Signature: Aggregate averages of all reviewers

Date: 1/30/2025

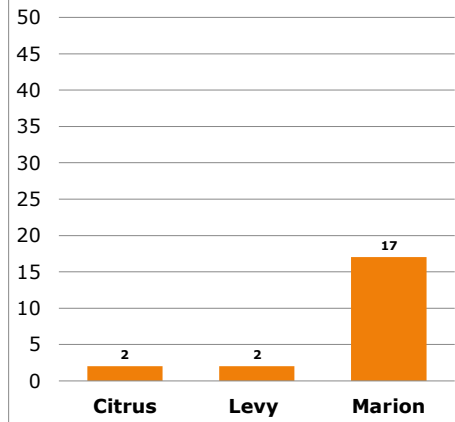
PY 24 - 25 Individual Events

Total Events: 16
Attendees: 1012
Reported Hires: 120

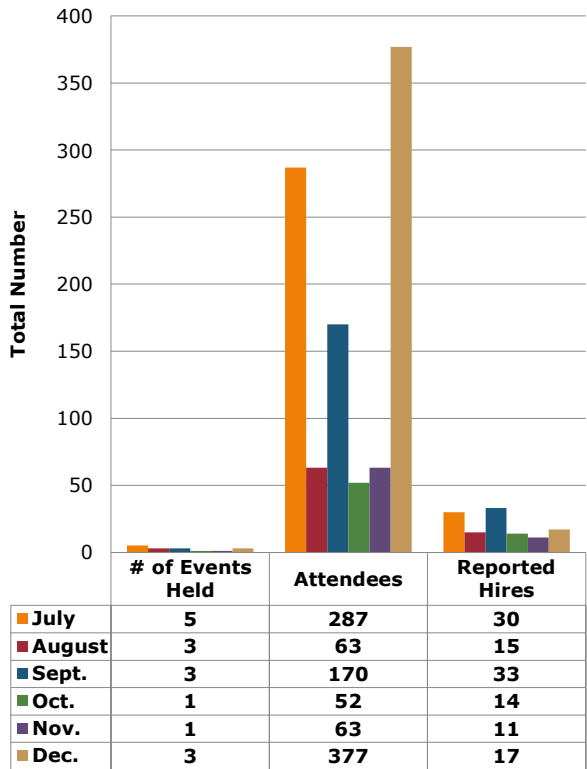
PY 24 - 25 Job Fairs

Attendees: 658
Businesses: 107

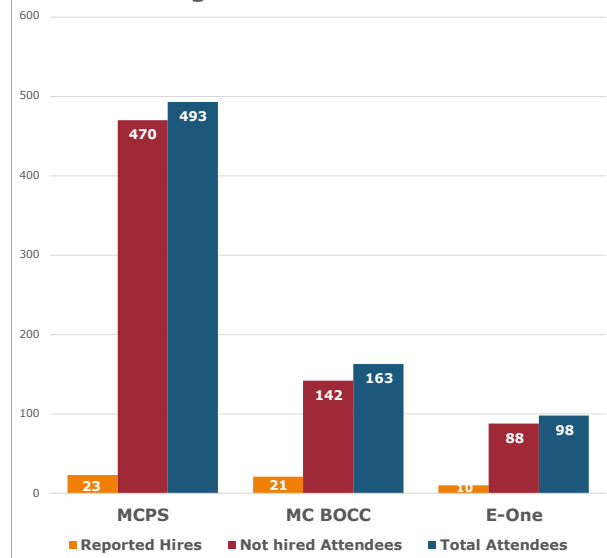
Job Fair and Hiring Events by County PY 24-25



Individual Hiring Events



Top 3 Hiring Events Program Year 2024-2025



Other Individual Hiring Events 10/2024 - 12/2024

Event Date	Event Name	Event Location	County
10/18	World Equestrian Center	14th Street	Marion
12/10	Florida Department of Corrections	Chiefland	Levy



CareerSource
CITRUS | LEVY | MARION



OUTREACH HIGHLIGHTS

COMMUNICATIONS AND MARKETING | FEB. 12, 2025





2025 Annual Conference

MARK YOUR CALENDAR!

April 1 | 8 a.m. - 4 p.m.
Circle Square Cultural Center



Keynote Speaker:
Johnny C. Taylor Jr.

Early Bird Tickets on Sale Now!
bit.ly/HEARTofHR2025

TUESDAY, APRIL 1, 2025 | CIRCLE SQUARE CULTURAL CENTER



THE HEART OF HR

DRIVING ENGAGEMENT AND INNOVATION



Speaking on:
Navigating Difficult Conversations

Kate Beeders
Success Coach and Founder of the Success Acceleration System



Tickets:
bit.ly/HEARTofHR2025



Speaking on:
Top Workplace Law Trends

Ken Knox
Partner at Fisher Phillips



Tickets:
bit.ly/HEARTofHR2025



Speaking on:
Building a Future-Ready Workforce to Withstand the Looming Labor Shortage

Chris Laney
Vice President of Social Impact at Lightcast*
*Global Leader in Labor Force Analytics



Tickets:
bit.ly/HEARTofHR2025



Speaking on:
ChatGPT and Ethics: Navigating AI in HR Practices

Jenni Stone
HR Director at InfoMC, Inc. and Founder of QRS Learning



Tickets:
bit.ly/HEARTofHR2025



Jon Petz
EMCEE



THE HEART OF HR

DRIVING ENGAGEMENT AND INNOVATION

TICKETING PLATFORM COMPARISONS

Projected Fees

PLATFORMS	Transaction	Payment Handler	Credit Card	Cost per Ticket
1 MEMBER PLANET	2%	3% +30¢	1.5%-3.5%	6.5%-8.5% +30¢
2 RSVPIFY	1.7% +78¢	2.9%+30¢ - 2.99%+49¢	1.5%-3.5%	6.1%-8.1% + \$1.08 6.2%-8.2% + \$1.27
3 TICKETSTRIPE	1.5% +50¢	2.9%+30¢ - 2.99%+49¢	1.5%-3.5%	5.9%-7.9% +80¢ 5.99%-7.99% +99¢
4 ZEFFY	0.0%	0.0%	0.0%	0.0% +\$0.00 ✓

VENDOR RENEWAL 2025 EMAIL Template

Dear **[INSERT NAME]**

The 2025 Heart of HR conference is all about engagement, innovation and some big changes that we want the Ocala Metro Chamber & Economic Development Partnership to benefit from. As a valued supporter of our previous conference(s), the CEP's commitment has been instrumental – and very much appreciated – in helping make each event a resounding success. And we invite you to do so again by renewing your sponsorship.

The upcoming Heart of HR: Driving Engagement and Innovation takes place April 1 at the Circle Square Cultural Center. It will be headlined by Johnny C. Taylor, Jr., president and CEO of the Society for Human Resource Management, the world's largest HR professional society. In addition to a powerhouse lineup of speakers, we're also bringing back, by popular demand, Jon Petz as emcee. The CEP's investment in the region's premier human resource conference is a great way for you to:

- Showcase your brand to industry leaders and decision makers
- Expand your network by connecting with top-tier HR and workforce professionals, and
- Support the HR and workforce community as well as contribute to thought leadership

Simply reply to this email or give me a call at (352) 459-2891 if you'd like to renew your GOLD sponsorship, explore other sponsorship opportunities or discuss how we can customize a package that aligns perfectly with your goals.

As a reminder, among other benefits, your GOLD-level sponsorship (at Silver-level pricing) comes with an Exhibitor's Table, two reserved parking spots, six VIP reception and full conference tickets, two tables of premiere seating with signage and list of conference attendees.

You can find a menu of sponsorship options [here](#) or in the attached packet.

I look forward to working together again to make Driving Engagement and Innovation an unforgettable experience for attendees and an ideal showcase for the CEP.

Best regards,

Tisha Webber, HR Director NASH Plumbing & Mechanical
Co-Chair Heart of HR Conference Team
Phone (352) 459-2891

THE 2025 HEART OF HR
Driving Engagement and Innovation

SPONSORSHIP OPPORTUNITIES

HR After Dark Reception
03.31.2025
5:30 - 7:30 p.m.
Circle Square Cultural Center

Heart of HR Conference
04.01.2025
8 a.m. - 4 p.m.
Circle Square Cultural Center

WELCOME!

CareerSource Citrus Levy Marion and the Ocala Human Resource Management Association (OHRMA) are gearing up for *The Heart of HR: Driving Engagement and Innovation* and we invite you to be a pivotal part of it.

The Heart of HR conference, now in its fourth year, takes place on Tuesday, April 1, 2025 at the Circle Square Cultural Center in Ocala. The popular *HR After Dark* reception will be held at the cultural center on March 31.

We are thrilled to announce that our Keynote Speaker will be Johnny C. Taylor, Jr., SHRM-SCP, president and CEO of the Society for Human Resource Management. His career spans more than 20 years as a lawyer, HR executive and CEO in both the nonprofit and for-profit spaces.

Back by popular demand, our emcee will be Jon Petz, internationally acclaimed humorist, best-selling author, and world-class magician.

Your investment in the region's premier human resource conference supports a day filled with networking, exhibitors, and presentations from leading experts on topics that matter to businesses of every size.

By sponsoring *The Heart of HR* you'll gain:

- **Visibility** Showcase your brand to industry leaders and decision makers
- **Connections** Network with top-tier HR and workforce professionals and expand your network of influencers
- **Impact** Support the HR and workforce development community and contribute to thought leadership

Our sponsorship levels offer a variety of options to meet your marketing goals and we're happy to put together a custom package to suit your needs.

If you would like to learn more please contact Tisha Webber at 352-812-0361 or twebber@nashpm.com.

Sincerely,

The 2025 Heart of HR Co-Chairs
Tisha Webber, HR Director, Nash Plumbing & Mechanical
Dale French, Executive Vice President, CareerSource CLM

SAVE THE DATE
April 1, 2025 | 8 a.m - 4 p.m. | Circle Square Cultural Center

Keynote Speaker
Johnny C. Taylor, Jr.
President and CEO of the Society of Human Resource Management

and Emcee
Jon Petz
Workplace Motivational Humorist and Author

Join hundreds of HR and workforce professionals at the Heart of HR conference to network and explore:

- ✓ Civility in the Workplace
- ✓ Leveraging AI in Recruiting
- ✓ Looming Labor Shortage and Building a Future-Ready Workforce
- ✓ Update on Trending Legal Issues
- ✓ And More!

Plus, this event is eligible for SHRM and HRCI credits!

Learn more: bit.ly/HEARTofHR2025

Zeffy Platform
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Email Outreach
Save the Date Cards



THE HEART OF HR

DRIVING ENGAGEMENT AND INNOVATION

THE HEART OF HR
Driving Engagement and Innovation

CareerSource CITRUS LEVY MARION

HRMA
Human Resource Management Association

Media Contact:
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byrnesl@careersourcefla.com

Early bird tickets on sale for the 2025 Heart of HR conference

OCALA, Fla. (Jan. 21, 2025) – Early bird tickets are now available for the Heart of HR: Driving Engagement and Innovation conference headlined by Johnny C. Taylor, Jr., president and CEO of the Society for Human Resource Management, the world's largest HR professional society.

The conference, presented by CareerSource Citrus Levy Marion and the Ocala Human Resource Management Association (OHRMA), takes place April 1 from 8 a.m. to 4 p.m. at the Circle Square Cultural Center, 8395 SW 80th St., in Ocala. There will also be an HR After Dark reception on March 31 at 5:30 p.m. at the same location.

Taylor, recently named one of the 2024 Most Influential Executives in Corporate America by Savoy Magazine, is a Fellow of the National Academy of Human Resources and a SHRM Senior Certified Professional. His career spans more than 20 years as a lawyer and an executive, serving the IAC, Paramount Pictures, Blockbuster Entertainment, and the Thurgood Marshall College Fund, among other organizations.

In addition to being a member of the United Way Worldwide Board of Trustees, Taylor serves on a number of corporate boards including XPO Logistics. He has previously served on the White House American Workforce Policy Advisory Board and chaired the President's Advisory Board on Historically Black Colleges and Universities.

Taylor writes a weekly column in USA Today tackling HR issues and is the author of "Reset: A Leader's Guide to Work in an Age of Upheaval."

Tasha Webber, HR director for Nash Plumbing and Mechanical who represents OHRMA as conference co-chair, said that "When it comes to all things HR, not to mention a professional

Careersource Citrus Levy Marion
January 21 at 12:06 PM · 🌐

Early bird tickets for the 2025 Heart of HR: Driving Engagement and Innovation conference are now available: bit.ly/HEARTofHR2025

Presented by CareerSource Citrus Levy Marion and the Ocala Human Resource Management Association, this conference will take place on April 1 at Circle Square Cultural Center in Ocala. Explore topics like workplace law trends, navigating difficult conversations, navigating AI in HR, civility in the workplace, and withstanding the looming labor sho... See more

Heart of HR
April 1 Ocala, FL 2025

Boost this post to get more reach for CareerSource Citrus Levy Marion. [Boost post](#)

Laura Byrnes 1 comment 2 shares

Like Comment Copy Share

News Releases
Facebook Event
Zeffy Tickets
Social Media (CSCLM's
Facebook, Instagram and
LinkedIn and also posting for
OHRMA on their Facebook and
LinkedIn

Heart of HR 2025 S... : SPEAKER LINE-UP

Heart of HR 2025 T... : TICKETS ON SALE NOW

HoHR 2025 Early B... : EARLY BIRD TICKETS AVAILABLE THROUGH FEBRUARY!

HoHR 2025 Express... : THANK YOU TO OUR SILVER SPONSOR

HoHR 2025 Fisher... : THANK YOU TO OUR PLATINUM SPONSOR

HoHR 2025 Ken Kn... : Speaking on: Top Workplace Law Trends

Heart of HR 2025... : THE HEART OF HR TOMORROW!

Heart of HR 2025... : LAST CHANCE!

Heart of HR 2025 L... : Early Bird Tickets Available Now!

HoHR 2025 Early B... : KEYNOTE SPEAKER

HoHR 2025 Early B... : REGION'S BIGGEST HR AND WORKFORCE CONFERENCE

HoHR 2025 Early B... : Friday, April 1 8 a.m. - 4 p.m. Circle Square Cultural Center

2025 Heart of HR - Driving Engagement and Innovation
Apr 1 Tuesday, April 1 07:30 AM - 05:00 PM
8395 SW 80th St Ocala, FL 34481

THE HEART OF HR
Driving Engagement and Innovation

TICKETS ON SALE RIGHT NOW!

Kate Beeders
Navigating Difficult Conversations

Kenneth A. Knox
Top Workplace Law Trends

Chris Laney
The Big Story: Building a Future-Ready Workforce

Jenni Stone
Chief of Ethics: Navigating AI in HR Practices

Featuring Keynote Speaker
Johnny C. Taylor, Jr.
President and CEO of the Society for Human Resource Management
Civility in the Workplace

This conference is presented by:

12 CareerSource Citrus Levy Marion HRMA

2025 Heart of HR Conference: Driving Engagement and Innovation
Circle Square Cultural Center

Details

4 people interested

Event by CareerSource Citrus Levy Marion

Circle Square Cultural Center

Tickets

Find Tickets

Circle Square Cultural Center
8395 SW 80th St, Ocala, FL 34481

Guests

2 4

WEBSITE UPDATES

IMPROVE BACKEND SECURITY/PERFORMANCE

- Migrate from defunk WordPress to a custom-built Laravel application focusing on security, performance, and stability without altering existing design
- No design or UI/UX changes
- Meetings held Jan. 23, Feb. 4 and set for Feb. 13; estimated completion mid-February

REDESIGN/UPDATE WEBSITE

- Project focuses on updated/fresh design with focus on enhanced functionality and User Experience (UX)
- Restructure on a modern platform that allows for flexibility and expansion while ensuring a secure experience
- Based on input from a cross-functional team, an RFP was released Dec. 12, 2024 with proposals due Jan. 10, 2025
- Received five (5) proposals which the team reviewed and scored independently before meeting to select finalists to be interviewed
- Interviews took place on Jan. 28 and the team selected the company to recommend to the Executive Committee.



Marion County Youth Career Expo

400+ Students!



<https://fb.watch/xzop4eAZ9u/>

Nov. 6, 2024



Paychecks for Patriots Nov. 12 and 19



High School Youth CAREER FAIRS

MARION COUNTY



JAN. 30, 2025



County jobless rate is 5.5% in November

County still leads the state in highest unemployment rate for the month. The jobless rate in the CareerSource Citrus Levy Marion region was 4.7% in November, the same as the previous month and 0.7 percentage point greater than the region's year ago rate of 4.0%.

2024: A YEAR IN REVIEW

County government: Growth remains the central focus



Tickets now on sale for professional conference

Special to the Chronicle | Jan 22, 2025 Updated Jan 23, 2025 | 2 min to read



Listen to this article now. Powered by: Trinity Audio. 00:00

OCALA — Early bird tickets are now available for the Heart of HR: Driving Engagement and Innovation headlined by Johnny C. Taylor Jr., president and CEO of the Society for Human Resource Management, the world's largest HR professional society. The conference, presented by CareerSource Citrus Levy Marion and the Ocala Human Resources Management Association (OHRMA), takes place April 1 from 8 a.m. to 4 p.m. at the Circle Square Cultural Center, 8395 SW 80th St., in Ocala. There will also be an HR After Dark reception on March 31 at 5:30 p.m. at the same location. Taylor, recently named one of the 2024 Most Influential Executives in Corporate America by Savoy Magazine, is a Fellow of the National Academy of Human Resources and a SHRM Senior Certified Professional. His career spans more than 20 years as a lawyer and an executive, serving the IAC, Paramount Pictures, Blockbuster Entertainment, and the Thurgood Marshall College Fund, among other organizations.

gazette November jobs report reflects relatively stable workforce

Posted December 23, 2024 | Staff report

The jobless rate in the CareerSource Citrus Levy Marion region was 4.7% in November, the same as the previous month and 0.7 percentage point greater than the region's year ago rate of 4.0%. There were 10,776 unemployed residents in the region. According to preliminary employment data released by FloridaCommerce, the labor force was 226,827, down 2,220 over the month and a dip of 3,223 compared to November 2023. There were 206,053 employed residents across the three-county area, a decrease of 2,246 compared to October and 4,576 fewer over the year. The number of unemployed in the region represented a dip of just four over the year but an increase of 1,393 over the year, according to materials provided by CareerSource CLM.

Marion County posted the lowest jobless rate at 4.4%, unchanged over the month; Levy County followed at 5.0%, also unchanged; and Citrus County rate of 5.6% reflected a 0.1 percentage point increase. Florida's not seasonally adjusted rate, which matches how local rates are determined, was 3.6%, up 0.1 percent point over the month.

Marion County had 143,697 workers employed, a decrease of 1,275 compared to October and 3,270 more than a year ago. The county had 6,688 unemployed, up 72 over the month and 914 more than November 2023.

"While there are still citizens seeking jobs, there have not been any sizable dips in our area labor force or employment. As we head into 2025, job listings are strong," Skinner stated, adding that free services are available at CareerSource CLM centers in each county. "If those who feel they need to increase their skills to be competitive, we offer financial assistance and training program that can help them gain those skills."

To learn more, go to careersourceclm.com



State jobless rate stays at 3.4 percent

By Jim Turner Florida News Service December 23, 2024 The state's unemployment rate held steady at 3.4 percent in November, according to preliminary data from FloridaCommerce. The jobless rate in the state was 3.4 percent, the same as the previous month and 0.1 percentage point lower than the year-ago rate of 3.5 percent. There were 10,776 unemployed residents in the region. According to preliminary employment data released by FloridaCommerce, the labor force was 226,827, down 2,220 over the month and a dip of 3,223 compared to November 2023. There were 206,053 employed residents across the three-county area, a decrease of 2,246 compared to October and 4,576 fewer over the year. The number of unemployed in the region represented a dip of just four over the year but an increase of 1,393 over the year, according to materials provided by CareerSource CLM.



Phoenix Rising YouthBuild secures \$1m federal grant to empower underserved youth in Ocala

Dugan January 26, 2025 10:15 am



PHOENIX RISING YOUTHBUILD (PRYB) is pleased to announce that it has secured a \$1 million federal grant from the U.S. Department of Housing and Urban Development (HUD) to support its mission of providing job training and employment opportunities for underserved youth in Ocala. The grant will be used to fund PRYB's various programs, including job training, mentorship, and housing assistance. PRYB is a non-profit organization that has been serving the community since 2010. The organization's mission is to provide job training and employment opportunities for underserved youth in Ocala. The grant will be used to fund PRYB's various programs, including job training, mentorship, and housing assistance.

Early bird tickets available for Heart of HR conference



Source: Saga Communications | Johnny C. Taylor, Jr., president and CEO of SHRM, will headline the Heart of HR: Driving Engagement and Innovation conference in Ocala, sharing insights on workplace civility and HR leadership. Canva Pro

OCALA — Early bird tickets are now available for the Heart of HR: Driving Engagement and Innovation headlined by Johnny C. Taylor Jr., president and CEO of the Society for Human Resource Management, the world's largest HR professional society. The conference, presented by CareerSource Citrus Levy Marion and the Ocala Human Resources Management Association (OHRMA), takes place April 1 from 8 a.m. to 4 p.m. at the Circle Square Cultural Center, 8395 SW 80th St., in Ocala. There will also be an HR After Dark reception on March 31 at 5:30 p.m. at the same location. Taylor, recently named one of the 2024 Most Influential Executives in Corporate America by Savoy Magazine, is a Fellow of the National Academy of Human Resources and a SHRM Senior Certified Professional. His career spans more than 20 years as a lawyer and an executive, serving the IAC, Paramount Pictures, Blockbuster Entertainment, and the Thurgood Marshall College Fund, among other organizations.

Ocala job fair focuses on veterans, active military members



HENRY AYALA VETERANS EMPLOYMENT REPRESENTATIVE, CAREERSOURCE CLM

CHIEFLAND CHAMBER HOLDS RIBBON CUTTING FOR BOULEVARD CAFE. BOULEVARD CAFE. November jobs report reflects 'relatively stable workforce'.

FLORIDA FFA Hall of Fame 2025. Former Williston educator to be inducted into Florida FFA Hall of Fame.

ENROLLING IN HEALTH INSURANCE ISN'T EASY. FINDING HELP SHOULD BE! Certified Navigators are standing by to help you!

GET OUT OF JAIL. Ms. Judy's Bail Bonds. Auto Body Collision Repair. Fanning Springs Auto.

FREE! BIG JOHN'S SUPPLY. SUWANNEE RIVER HEALTH EDUCATION CENTER. COVERING FLORIDA. Scan the QR code to make an appointment with us!



Play (0) 0:06 / 0:22

PHOENIX RISING YOUTHBUILD

WCJB TV20



FEDERAL GRANT INTERVIEW

Feb. 5, 2025

SOCIAL MEDIA / DIGITAL STATS

Last 90 days



Total Followers: 3,216

Reach: 24.5K

Engagement Rate: 5.3%

+51 new page Follows

Best Post

12/11/24

Views:
2,374

Workforce
Wednesday

Shares:
23



Total Followers: 2,049

Reach: 34.2K

Engagement Rate: 5.5%*

+52 new page Follows

Best Post

12/19/24

Views:
4,700

Hot Jobs

Shares:
28



Total Followers: 1,172

Unique Visitors: 88

Impressions: 2,113

Engagement Rate: 10.2%

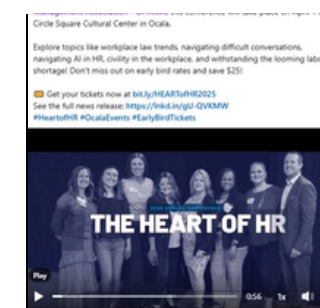
+22 new page Follow

Best Post

Views:
237

HofHR

Shares:
15



Total Subscribers: 2,324

Open Rate: 30.0%

Click Rate: 4.6%

+130 new subscribers

Average Rates for the Nonprofit Industry Sector

Open Rate: 37.0%*

Click Rate: 4.6%*

According to Intuit and Mailchimp*

SOCIAL MEDIA SAMPLES

Before Your Interview



PREPARE QUESTIONS TO ASK...
Have questions ready for the interviewer you would like to know about.

For more interview help, visit: careersourceclm.com

THANK YOU FOR YOUR SERVICE

HAPPY VETERAN'S DAY

★ ★ ★

OUR OFFICES ARE **CLOSED** TODAY AND WILL REOPEN TUESDAY, NOVEMBER 19, 2024.

5 TIPS ON A CAREER CHANGE

- 1 Identify what you're good at
- 2 Find a career coach / mentor
- 3 Take personality assessments
- 4 Research labor market
- 5 Put in your best effort

Disaster Unemployment Assistance

Staff from CareerSource Citrus Levy Marion will be on site to assist with Disaster Unemployment Assistance.

Lecanto CF Campus
Saturday, Nov. 16: 9 a.m. - 5 p.m.
Sunday, Nov. 17: 9 a.m. - 5 p.m.
Monday, Nov. 18: 8 a.m. - 5 p.m.

The Department of Children and Families will be onsite assisting with D-SNAI (disaster food stamp assistance) for those affected by the recent hurricanes.

FOR MORE INFORMATION, CALL 800-434-5627

4 REASONS TO CHOOSE CareerSource Citrus Levy Marion

- 1 We deliver an optimized method to accelerate your job process
- 2 You'll receive a program customized to your situation
- 3 We ensure you have the specific tools to achieve your career goals
- 4 We provide coaching to assist you on the journey to career advancement

NOV. 2024 Jobless Rate

4.7% +0.7%*
*over the year

Ocala MSA
123,400 Nonfarm Jobs (+0.7%*)

Homosassa Springs MSA
36,100 Nonfarm Jobs (+0.8%*)
*over the year

Updated DEC. 20, 2024

At CareerSource Citrus Levy Marion, participants benefit from personal support and have access to a comprehensive range of free resources, including:

- Initial Assessment and Services Match
- Career COUNSELING
- Job Search Assistance/Job Readiness Programs
- Resume Assistance
- Practice Interview Sessions

CareerSource CITRUS | LEVY | MARION

Solutions that work for you.

CareerSource Citrus Levy Marion offers a variety of education and training options designed to help job seekers in their career development.

- Education Support
- Career Counseling
- Job Readiness Programs
- Access to Resources
- Short-Term Training Scholarships

Our services aim to empower individuals by providing the tools and support needed to succeed in the workforce.

YOUTH SERVICES

Resume Assistance	Training & Education Opportunities
Career & Technical Education Programs	Financial Aid for Training
Work Experience Opportunities	Career Counseling

ADDITIONAL / ONGOING PROJECTS

- Reprise Live Business Showcase
- Citrus County Poverty Youth (Round 2 Complete)
- Creating Connections Expansion (Telecommunications Infrastructure)
- Collateral, Collateral, Collateral and Swag
- Facility Signage
- Revisit / Improve eNewsletter (Mailchimp)