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

MARKETING AND OUTREACH COMMITTEE
AGENDA
Wednesday, October 28, 2026 – 9:00 a.m.

Zoom Meeting: https://us02web.zoom.us/j/88405307156
Phone No: 1-646-558-8656 (EST) Meeting ID: 884 0530 7156

Call to Order		J. Murphy
Roll Call		C. Schnettler
Approval of Minutes, August 12, 2026	Pages 2 - 3	J. Murphy

DISCUSSION ITEMS

State Update		R. Skinner
Workforce Issues that are Important to Our Community		R. Skinner

PUBLIC COMMENT

ACTION ITEMS

None

PROJECT UPDATES

Williston Airport		R. Skinner
Event Report	Page 4	M. Saco
Website Update		L. Byrnes
Marketing and Outreach Report	Pages 5 - 6	L. Byrnes

MATTERS FROM THE FLOOR

ADJOURNMENT

2026 – 2027 MEETING SCHEDULE							
Performance/ Monitoring	**Business and Economic Development**	**Career Center**	**Marketing / Outreach**	**Education and Industry Consortium**	**Executive**	**Full Board**	
Unless noted otherwise all committee meetings are held at CareerSource CLM, 2703 NE 14th Street, Ocala, FL 34470							
Tuesday 9:00 am	Wednesday 9:00 am	Thursday 9:30 am	Wednesday 9:00 am	Thursday 9:00 am	Wednesday 9:30 am	Wednesday, 11:30 am	
8/4/2026	8/5/2026	8/6/2026	8/12/2026	8/13/2026	9/29/2026	9/30/2026	CF Levy
11/3/2026	11/4/2026	11/5/2026	10/28/2026	11/12/2026	11/18/2026	12/16/2026	CF Ocala
2/2/2027	2/3/2027	2/4/2027	2/10/2027	2/11/2027	2/24/2027	3/3/2027	CF Lecanto
5/4/2027	5/5/2027	5/6/2027	5/12/2027	5/13/2027	5/26/2027	6/9/2027	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.

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CAREERSOURCE CITRUS LEVY MARION
Marketing and Outreach Committee

MINUTES

DATE: August 12, 2026
PLACE: 2703 NE 14th Street, Ocala, FL 34474
TIME: 9:00 a.m.

MEMBERS PRESENT	MEMBERS ABSENT
Al Jones	
April Brown	
John Murphy	
Lisa Varner	

OTHER ATTENDEES

Dale French, CSCLM	Melissa Saco, CSCLM
Cory Weaver, CSCLM	Cira Schnettler, CSCLM

CALL TO ORDER
The meeting was called to order by John Murphy, Chair at 9:00 a.m.

ROLL CALL
Cira Schnettler called roll, and a quorum was declared present.

APPROVAL OF MINUTES
Al Jones made a motion to approve the minutes from the May 13, 2026, meeting. April Brown seconded the motion. Motion carried.

DISCUSSION ITEMS
State Update

Dale French updated the committee on the following items:

- We will be meeting with Adrienne Johnston when she visits the area on August 18.
- We are working on the 2-year modification of the WIOA plan.
- The upcoming FWDA Summit will be held from September 16 through September 18.
- The State has not released updated regional performance numbers. We anticipate seeing improvements in performance since implementing new strategies.

Workforce Issues that are Important to Our Community
The committee members discussed challenges in filling positions in their respective businesses.

PUBLIC COMMENT
No Public Comment

ACTION ITEMS
None

PROJECT UPDATES
Williston Airport
Dale French informed the committee that the workforce study has been completed. A follow-up meeting has been scheduled to review the results and develop a plan for next steps.

Event Report
Melissa Saco highlighted items from the Event Report. She noted new strategies have been developed to attain more data from attendees to improve performance goals.

Website Re-Design
Dale French stated that the website preview site is currently under review, with the finalized website anticipated to launch in October.

Marketing and Outreach Report
Dale French reviewed the report. He noted the businesses that have provided testimonials in short form videos. We are pivoting our messaging to highlight experiential learning opportunities.

MATTERS FROM THE FLOOR

ADJOURNMENT
There being no further business, the meeting was adjourned at 9:32 a.m.

APPROVED:_____

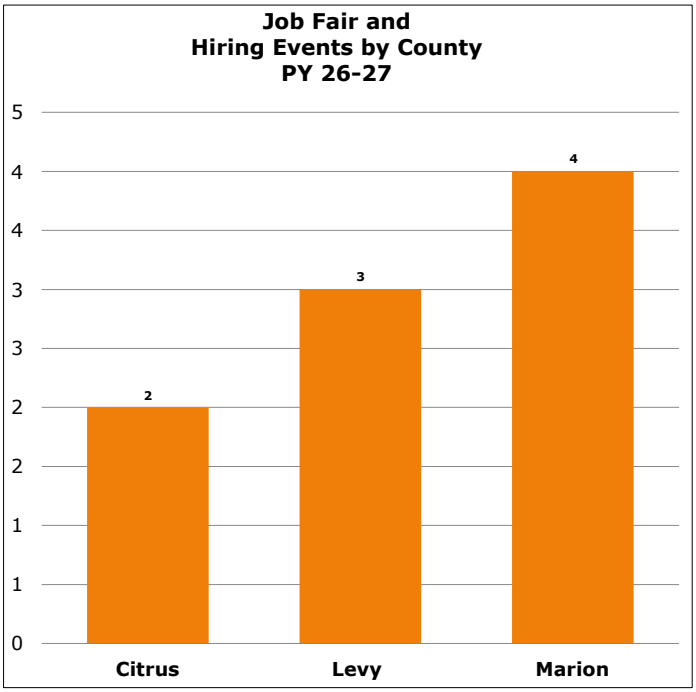
July 2026-June 2027
Business Services Events

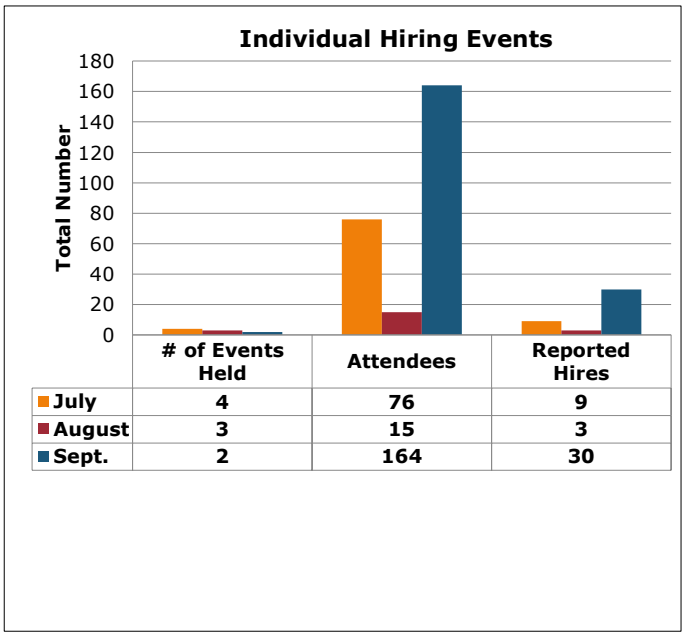
PY 26 - 27 Individual Events

Total Events: 9
Attendees: 252
Reported Hires: 12

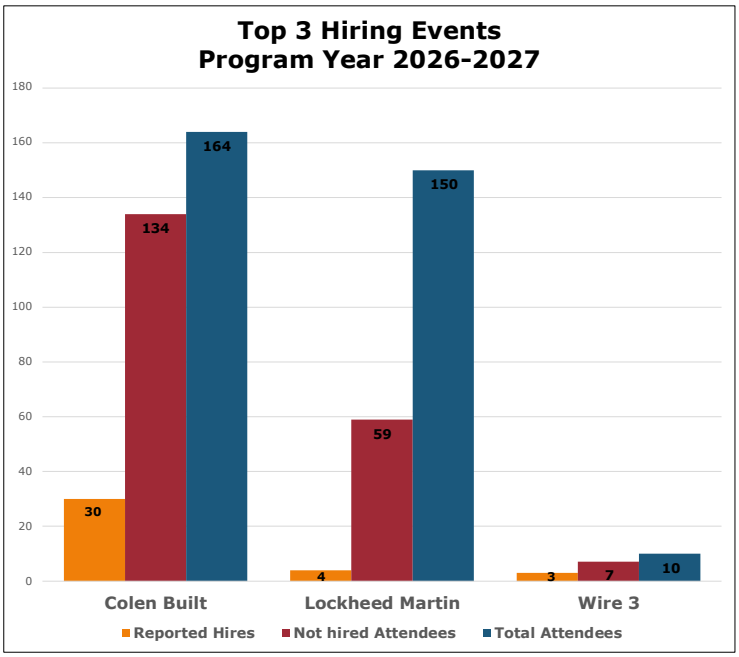
Upcoming Events

November 10 Paychecks for Patriots
November 17 Marion County Youth Career Expo





	# of Events Held	Attendees	Reported Hires
July	4	76	9
August	3	15	3
Sept.	2	164	30



Other Individual Hiring Events 7/2026 - 9/2026

Event Date	Event Name	Event Location	County
7/16	Rite of Passage	Lecanto Career Center	Citrus
7/20	Lifestream	Lecanto Career Center	Citrus
8/5	Department of Agriculture	Chiefland Career Center	Levy
8/18	Monterey & Blackfin Boats	Monterey Boats	Levy
8/20	Viceroy Home Health	14th Street Career Center	Marion
9/22	Cross City Corrections	Chiefland Career Center	Levy

OUTREACH/MARKETING COMMITTEE | OCT. 26, 2026
COMMUNICATIONS PRIORITY PROJECTS

SUMMARY: Communications activities focused on promoting workforce programs, events, and regional partnerships through a strategic mix of earned, placed, and owned media. Support included media relations, advertising campaigns, event promotion, video production, stakeholder communications, success-story development, marketing material updates, and resource maintenance, helping raise awareness of CareerSource CLM initiatives and workforce opportunities throughout the region.

WEBSITE [DETAILS IN SEPARATE REPORT]

"SPLICES AND SLICES" OPEN HOUSE / FIBER OPTIC BOOTCAMP

Collaborated with the Broadband Grant Coordinator to support a new initiative promoting the November bootcamp. The Open House resulted in enrollment of five (5) students from R10 and two (2) from R6 or 75% more than target. Communications contributions featured:

- **Earned Media:** Customized News Releases sent Sept. 1 to media in Levy, Dixie and Gilchrist counties to editors and reporters at 14 media outlets (print, digital, broadcast). Coverage includes ***352Today*** *(*Levy County), ***Levy Citizen*** (Chiefland, Williston, Bronson and surrounding Gulf Coast area), ***HardisonInk*** (Levy, Dixie and Gilchrist counties), ***Riverland News*** (Levy County), ***Gilchrist County Herald*** (Gilchrist County) and ***Main St. Daily*** (Dixie and Gilchrist counties).

  Note: release also distributed to Board, public officials and support staff, as well as All Network Users

- **Owned Media:** Website / online events calendar

- **Placed Media:**

  Social media campaigns (Facebook and Instagram) targeting Levy, Dixie and Gilchrist counties. Posts linked directly to Grant Coordinator's email.

  - **Reach:** 19,150
  - **Impressions:** 65,829
  - **Post Engagement:** 919

  Print, Digital, Broadcast

  - **Levy Citizen:** Five-week campaign Sept. 11 – Oct. 15
  - **HardisonInk:** Digital banner ad Aug. 20 – Oct. 14
  - **Suncoast Radio:** Seven-week campaign Classic Country and Classic Rock

- **Collateral:** Flyers and Posters

PAYCHECKS FOR PATRIOTS

Fourteenth annual job fair for Veterans is set to take place Nov. 10 from 11 a.m. to 1 p.m. at the Marion County Public Library Headquarters.

- **Earned Media:** News release distributed to media outlets throughout Citrus, Levy and Marion counties. Coverage includes ***Citrus County Chronicle, 352Today,* Ocala Gazette, *HardisonInk, Only in Ocala*.**
- **Owned Media:** Website, social posts/event
- **Placed Media:**
    - *Deeply discounted* ads in the Marion Citizen and Riverland News (Oct. 23 and 30, Nov. 6)
    - BIVUOAC Veterans News *comped* ad (October)
    - Campaign on Wind-FM (Oct. 26-Nov. 9)
    - Digital banner ad HardisonInk (Oct. 15-Nov. 9)
- **Collateral:** Flyers (businesses and candidates) and three-sided Table Towers
- **Other:**
    - Secured SunTran sponsorship/busfare for vets in need of transportation
    - Homepage with Krystle podcast (K-Country and Wind-FM)

FLORIDA RURAL ECONOMIC DEVELOPMENT ASSOCIATION SUMMIT (FREDA)

Coordinated promotion for four-region partnership.

- **Program Ad (full page)**
- **2-minute video highlighting each region**

OTHER

- **Business Success Stories** for CareerSource Florida (wrote stories and submitted along with photos and video testimonials)
- **Phoenix Rising YouthBuild** Photos and graduation story
- **Talent Center Flyers** Updated five versions
- **Citrus County Chamber Ad**
- **211 Resource Directory** Updates