



## Revenue Diversity Ad Hoc Committee Meeting

CareerSource Central Florida  
390 N. Orange Ave., Suite 700, Orlando, FL 32801

Thursday, August 24, 2017 / 1:30 p.m. – 3:00 p.m.

**Conference Call-in phone number: (866) 576-7975 / Participant Access Code: 299848**

**Strategic Goals developed by the Board:**

- *CareerSource Central Florida will become business focused in all efforts*
- *CareerSource Central Florida will identify ways to measure progress and Return On Investment (ROI)*
- *CareerSource Central Florida will become the workforce intelligence organization for workforce development in Central Florida*

Agenda Item	TOPIC	Action Item	Info Item	Presenter
1	Welcome			<b>Eric Jackson</b>
2	Roll Call / Establishment of Quorum			<b>Kaz Kasal</b>
3	Public Comment			
4	<b>Information/Discussion/Action Items</b>			
	A. Background			<b>Leo Alvarez</b>
	B. Strategy Discussion			<b>Committee Discussion</b>
	C. Next Steps			<b>Committee Discussion</b>
	D. Upcoming Meeting Schedule			
5	Other Business			
6	Adjournment			

Upcoming Meetings:

- Executive Committee Meeting, 9/6/17, 9:00 am to 10:30 am / CSCF Admin, 390 N. Orange Ave., Orlando, FL 32801
- Board Meeting/Board Information Session : 9:00 am to 12:00 pm, Thursday, 9/14/17 / Valencia College - Osceola Campus, 1800 Denn John Lane, Kissimmee, FL 34744



MEMORANDUM

**To: Executive Committee**  
**From: Leo Alvarez**  
**Subject: Revenue Diversity**  
**Date: June 21, 2017**

**Purpose/Background:** The purpose of this memo is to begin strategic discussions with the Executive Committee of the Board regarding CareerSource Central Florida’s revenue diversity plan. Below are four funding strategies identifying opportunities that will help solve the talent skills gap in central Florida by leveraging private and public dollars.

**Revenue Considerations**

<p><b>Program Revenue</b></p> <ul style="list-style-type: none"> <li>• <i>Ticket to work</i></li> <li>• <i>Grants (Government Funding)</i></li> </ul> <p>➤ <b>\$400K Goal</b></p>	<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Further develop disabilities incentive program</li> <li>• Seek Federal and State grants that aligns with organizational mission.</li> </ul>
<p><b>Consulting &amp; Marketing Revenue</b></p> <ul style="list-style-type: none"> <li>• <i>Corporate Marketing</i></li> <li>• <i>Recognition for Supporting Workforce Development</i></li> <li>• <i>Sponsorships</i></li> </ul> <p>➤ <b>\$100K Goal</b></p>	<p><b>Opportunities :</b></p> <ul style="list-style-type: none"> <li>• Naming Opportunities (CSCF Centers, Training Rooms, Mobile Unit, etc.)</li> <li>• Event Sponsorships (Workshops, Job Fairs, etc.)</li> <li>• Social Media Sponsors (Podcasts)</li> <li>• Consulting</li> </ul>
<p><b>Social Enterprise</b></p> <ul style="list-style-type: none"> <li>• <i>Applying an entrepreneurial approach to addressing workforce issues</i></li> <li>• <i>Creating a sustainable revenue stream</i></li> </ul> <p>➤ <b>\$ Goal - TBD</b></p>	<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Fee Based Business and/or Career</li> <li>• Evaluate B-Corporation Option</li> </ul>
<p><b>Annual &amp; Capital Campaign</b></p> <ul style="list-style-type: none"> <li>• <i>Funding to meet current operating expenses</i></li> <li>• <i>Grants (non-gov.)</i></li> <li>• <i>Annual Support</i></li> <li>• <i>Corporate</i></li> <li>• <i>Community</i></li> <li>• <i>Private</i></li> <li>• <i>Gifts of \$10K+ annually, with a focus on multi-year gifting</i></li> </ul> <p>➤ <b>\$ Goal - TBD</b></p>	<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Foundation Grants</li> <li>• Board Member Contributions</li> <li>• Corporate Support</li> <li>• Leverage government funding (match)</li> <li>• Development of creative community partnerships</li> <li>• Support to expand workforce programs</li> <li>• Support for the development of new initiatives</li> </ul>