

## **CareerSource Central Florida Community Outreach and Engagement Committee**

### **Purpose:**

The Community Outreach and Engagement Committee will develop and recommend policies and strategies to ensure that CareerSource Central Florida, and its programs and services are aligned with community, civic and economic development activities. Among other responsibilities, the committee will recommend an outreach and engagement plan to the Board of Directors for adoption.

### **Responsibilities:**

- Understand the organization's mission and goals and develop a strategy for communication to internal and external customers consistent with the Board's strategic plan and the branding needs of the agency.
- Develop a usable platform of consistent messages connecting the organization's services to the community organizations, businesses and job seekers.
- Identify key regional stakeholders for outreach and collaboration. This assessment will identify key regional interests, population demographics, talent needs, along with business and economic development efforts.
- Create a plan for regional community outreach and engagement with targeted stakeholders that utilizes all methods, including social media and non-traditional formats, to brand the agency and to tell the story of how the agency delivers services for regional job seekers and businesses.
- Analyze whether CareerSource Central Florida can serve as a region-wide clearinghouse or facilitator of job placement, training, and recruitment services.
- Annually evaluate outreach and engagement efforts to measure level of stakeholder and public involvement and knowledge of the organization's programs and services.

### **Skills/Expertise/Requirements:**

- Experience as a board member OR regional subject matter expert in marketing, public relations, media, government relations, and/or communications.
- Commitment to attending and participating in committee meetings scheduled 4 to 6 times per year and being a part of the agency's communication efforts to the greater community.

### **Structure:**

- Membership: board members and subject matter experts from the region.
- Agenda and minutes—minutes to be kept and supplied in written form.
- Staff support will be provided by the agency's communications department.