

Community Engagement Committee Meeting

**Knob Hill Group
1030 North Orange Ave., Suite 200, Orlando, FL 32801**

**Monday, January 22, 2018
2:30 p.m.**

MINUTES

MEMBERS PRESENT: Jody Sweet, John Davis, Sheri Olson, Roger Pynn, Jane Trnka and Wayne Weinberg

MEMBERS ABSENT: Robert Brown, Mark Havard, Kevin Shaughnessy, Chuck Simikian and Rick Walsh

STAFF PRESENT: Pam Nabors, Mimi Coenen, Janet Saunders and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<p>Welcome Ms. Sweet called the meeting to order at 2:37 pm and welcomed those in attendance.</p>	
2	<p>Roll Call / Establishment of Quorum Ms. Kasal reported that there was a quorum present.</p>	
3	<p>Public Comment None offered.</p>	
4	<p>Approval of Minutes The Committee reviewed the minutes from the 5/22/17 and 9/26/17 Community Engagement Committee meetings</p>	<p>Ms. Trnka made a motion to approve the minutes from the 5/22/17 and 9/26/17 Community Engagement Committee meetings. Ms. Olson seconded; motion passed unanimously.</p>
5	<p>Information/Discussion/Action Items</p>	
	<p><u>Vision for V.P. of Strategic Communications Position</u> Ms. Nabors stated now that CSCF has re-established itself in community and is a sought after organization for relevant and reliable services, there is the need to “tell the story” internally and externally in a more strategic and organic way. Ms. Nabors stated she discussed with Ms. Sweet the elimination of the Communication Director position and replacing with a strategist to develop compelling stories that highlight CSCF’s vision, mission, values and return to the Central Florida community, as well as develop and oversee strategic communications plans.</p> <p>Ms. Nabors referred to the job description for the Vice President of Strategic Communications (attachment) and stated that CSCF is using an external executive search firm, Career Partners International. Ms. Nabors provided an overview of the interview process and timeline. The plan is to have this position filled by mid to late February.</p> <p><u>Outreach Performance</u> Ms. Nabors referred to outreach performance data for first and second</p>	

quarter for fiscal year 17-18 (attachment).

Ms. Nabors stated that CSCF's social media outreach and the analytics will need to be re-evaluated to determine effectiveness. The Committee concurred and provided additional feedback:

- It is important to see the return on investment for outreach effectiveness – i.e. Events - how many got jobs? Who showed up related to the outreach? How many conversions? Ask businesses how they heard about us.
- Social media:
 - o What activities translates to trends?
 - o Tie it to strategic priorities and targeted audience.
 - o Hook action – does social media drive the individual to an action? i.e. attend an event.
- Need to look at seasonality but also have flexibility and be prepared for emergencies i.e. hurricane
- It is all about economic development – this is the core thing. It is about availability of talent and CSCF can deliver.

Ms. Nabors stated she will bring forward the Committee's input, as well as the Edelman Report to the new V.P. of Strategic Communication.

Discussion of Hurricane Irma and Maria Activities

Ms. Coenen stated that wrap-up is currently underway with Project Restore for Hurricane Irma. CSCF received 1.6M in funds, which put 200 people to work in temporary jobs to help non-profit organizations affected by Irma. Also, the Governor awarded CSCF \$502,000 and a press release went out regarding this. This award will support the needs of Hurricane Maria evacuees. The Southeast Orange center and the Osceola center will be the primary centers assisting evacuees. Now looking to identify interim outreach strategies to attract more businesses to hire evacuees.

The Committee provided the following feedback:

- Partnerships – continue to form and strengthen.
- Partner with Camaraderie Foundation – the organization helps transition post-9/11 veterans into society.
- To promote CSCF's activities/events, create internships with Full Sail students for short term projects
- Find ways to format stories like the Mission Moments, especially with the younger generation, so not too "shiny or produced."

Ms. Nabors noted that the CSCF job fairs that are targeted for evacuees of Hurricane Maria, are always open to the general public.

Discussion of Retreat Strategies

Ms. Sweet commented that the 11/3/17 Board Retreat facilitated by

	<p>Gert Garman provided great Board engagement. Ms. Nabors provided highlights from the PowerPoint entitled “Board Retreat Debrief” (attachment) which was also presented at the 12/14/17 Board meeting.</p> <p>Ms. Nabors stated round two of the Board Retreat will occur on 2/22/18 and Ms. Garman will conduct an exercise to further solidify Board’s ideas and create strategic objectives and goals.</p> <p>Ms. Nabors also reviewed a pictorial representation of CSCF’s organizational process that depicts the continuous cycle of developing career seekers into a talent pipeline for business.</p> <p>The Committee suggested to change the Mission to bolster business perspective and to weave in the economic development strategy – “develop the talent to fuel businesses in Central Florida – talent to business economic development.”</p>	
6	<p>Other Business</p> <p>Ms. Nabors alerted the Committee of a couple of media articles that were published in the Tampa Bay Times this past weekend. The articles questioned the reporting of job placement performance at both CareerSource Pinellas in Tampa and CareerSource Pinellas and the salary level of its President/CEO, Mr. Ed Peachey. Ms. Nabors stated she apprised Ms. Clements, Board Chair, of the news articles. Ms. Nabors stated that messaging is being prepared in readiness for any media inquiries.</p> <p>The Committee concurred for Ms. Nabors to reach out to CareerSource Florida for messaging guidance and send out a notification to the Executive Committee requesting they defer any media inquiries to Mr. Larry Krause, CSCF’s Media Relations contact.</p>	
7	<p>Adjournment</p> <p>There being no other business, the meeting was adjourned at 4:15 p.m.</p>	

Respectfully submitted,
 Kaz Kasal