

Community Engagement Committee Meeting

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

**Monday, November 16, 2015
2:30 p.m.**

MINUTES

MEMBERS PRESENT: Kevin Shaughnessy, Robert Brown, John Davis, Sheri Olson, Jody Sweet and Wayne Weinberg

MEMBERS ABSENT: Diana Bolivar, Steven Brooks, Roger Pynn, Rick Walsh and Amy Wise

STAFF PRESENT: Mimi Coenen, Tonya Elliott-Moore, Larry Krause and Kaz Kasal

GUESTS PRESENT: Sara Brady/Sara Brady Public Relations, Ryan Brandt/brandt ronat + c

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Mr. Shaughnessy called the meeting to order at 2:35 pm and welcomed those in attendance.	
2	Roll Call / Establishment of Quorum Ms. Kasal reported that there was a quorum present.	
3	Public Comment None Offered.	
4	Approval of Minutes A. 8/17/15 Community Engagement Committee Meeting.	Mr. Brown made a motion to approve the minutes from the 8/17/15 Community Engagement Committee. Ms. Olson seconded; motion passed.
5	Information/Discussion/Action Items	
	A. <u>Update on Community Outreach – 1st Quarter</u> Ms. Elliott-Moore referenced the abbreviated report on “Web and Digital Media” and “Public Information/Media Relations” and provided quarterly updates on earned media, paid advertising and collateral. Ms. Elliott-Moore introduced Mr. Ryan Brandt with brandt ronat + c. Mr. Brandt provided the following highlights on web and digital media: <ul style="list-style-type: none"> – CSCF has the most followers on social media sites (Twitter, LinkedIn and Facebook) compared to the other 24 regions in the State, second only to CareerSource Florida, the State workforce board. – CSCF website – the consultant reported there is a tremendous amount of traffic/visitors viewing more pages. 	<i>Staff will work with the web and social media consultant to enhance the ability to track the success of social media posts</i>

	<p>Ms. Elliott-Moore stated with the switch to the new website, there will be a strategic effort to promote the business pages which should lead to the business-pages on the website being highly accessed pages.</p> <p>Mr. Brandt suggested that the addition of short videos and other visuals to social media posts have been seen to increase post reach and engagement,</p> <p>Ms. Sweet asked about how we track when people come in to our centers. Ms. Elliott-Moore replied her department is working with IT and Operations on conducting a survey as customers exit the career centers to evaluate the customers' experience. Ms. Elliott-Moore concurred with Ms. Sweet's suggestion to include in exit surveys a question about how they found out about us. This will assist us in determining which digital medium is our best referring source. Ms. Coenen added that the business customer can also be provided a survey.</p>	<p>where possible.</p>
	<p>B. <u>Input on Reputation Management Strategy:</u> <u>Stakeholder Opinion</u></p> <p>Ms. Elliott-Moore asked the Committee to provide input on how we can strategically change stakeholders' opinions of CSCF. The Committee provided the following feedback:</p> <ul style="list-style-type: none"> - Got to earn it - we earn reputation by doing what we say we are going to do. - To be relevant you must be seen - Profile is important - the EDCs, chambers and government entities should provide Ms. Nabors and CSCF a profile and testimonials. - Add more "texture" to website - what are businesses and career seekers saying about the services received - Have a CSCF app for phones <p>Mr. Brandt suggested having case studies capturing how a business customer engaged in the process with CSCF - doing this as a video would be effective. Ms. Brady commented that from a reputation standpoint, Ms. Nabors has effectively turned CSCF to a strong and credible organization. Ms. Nabors is relevant and seen in the community; her credibility and willingness to be forward thinking has helped this organization recover very well. Ms. Coenen added that raising the threshold with staff by continually evolving professionally as well as the infrastructure change is part of the "earned it" results.</p>	

	<p>C. <u>Overview – 1st Lunch & Listen – Next Steps</u> Mr. Shaughnessy stated that a lot of input was received from the Lunch & Listen event that was held on 10/15/15. Attendees were senior human resource professionals from both private and public sector who provided input on hiring issues they are encountering. There are available lower level jobs such as plumbers and electricians, but difficulty filling these types of jobs. Problems with background checks was also a common issue. It was concurred that CareerSource serving as a clearing house and network for the community would be helpful. Mr. Shaughnessy also suggested using this group as an opinion subcommittee – a group to run ideas by for feedback.</p>	<p><i>Staff will continue to use the contacts from the Lunch and Listen session in outreach efforts.</i></p>
	<p>D. <u>Review of Crises Communication Plan</u> Ms. Brady opened up by stating she has enjoyed the process and informed the committee that Ms. Elliott-Moore is a top-notch communications professional that remains calm under pressure and that Ms. Nabors embraces the importance of crisis communication and is a joy to work with on the project. She then provided an overview on the development of the Crises Communication Plan which will be a guidebook on how to effectively communicate in crises situations which includes possible scenarios and flow charts options/steps to take. Ms. Brady will be meeting with Ms. Elliott-Moore next week to review the plan point by point. Mr. Shaughnessy asked if the plan includes how to come out on the offensive when handling any large scale/1st story incidents (i.e. class action suits). Ms. Brady replied that the plan messaging does include some of that but that she will work on including more of this in the plan.</p>	<p><i>Staff to continue working with Ms. Brady on finalizing the Crises Communication Plan in readiness for the Committee’s review.</i></p>
6	<p>Other Business Mr. Shaughnessy reminded the Committee of the next meeting which is scheduled for 2/29/16 at 2:30pm.</p>	
7	<p>Adjournment There being no other business, the meeting was adjourned at 3:24 p.m.</p>	

Respectfully submitted,

Kaz Kasal
 Executive Coordinator