



DRAFT
Community Engagement Committee Meeting

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

Tuesday, November 6, 2018, 2:30 pm

MINUTES

MEMBERS PRESENT: Jody Wood, Robert Brown, John Gyllin, Mark Havard, Sheri Olson, Roger Pynn, and Jane Trnka

MEMBERS ABSENT: Rick Walsh and Wayne Weinberg

STAFF PRESENT: Pam Nabors, Mimi Coenen, Lisa Burby, Kristine Concepcion, Anthony Adams and Kaz Kasal

GUESTS PRESENT: Luke Thomas, Felicia Solazzo / Edelman

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Ms. Wood called the meeting to order at 2:36 pm.	
2	Roll Call / Establishment of Quorum Ms. Kasal reported quorum present.	
3	Public Comment None offered.	
4	Action Items <u>Approval of 9/17/18 Minutes</u> Reviewed minutes from 9/17/18 Meeting.	Mr. Pynn made a motion to approve the minutes from the 9/17/18 Community Engagement Committee meeting. Mr. Gyllin seconded; motion passed unanimously.
6	Insight <u>Edelman</u> Master Narrative – Project Results <ul style="list-style-type: none"> • Mr. Thomas presented the project results on the Master Narrative (attachment). Committee discussed and provided input to include: <ul style="list-style-type: none"> ➤ Messaging Architecture: <ul style="list-style-type: none"> – Rework top section – “provider” too passive a term – Make Proof Points more broad ➤ Tagline: rethink “Your” ➤ Positioning Statement: replace “labor market” with “business intelligence” ➤ Message Platform Pillars: take out the words “no cost” – possibly place at the end with asterisk Committee concurred to meet in December to review refinements on the Master Narrative. Then test to business partners and career seekers to ensure messaging resonates.	<i>Ms. Kasal to survey / set-up Community Engagement meeting date prior to 12/13/18 Board Meeting.</i>
7	Adjournment	

	<ul style="list-style-type: none">• Meeting was adjourned at 3:58 p.m.	
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Respectfully submitted,
Kaz Kasal