

## Community Engagement Committee Meeting

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

Monday, February 27, 2017

2:30 p.m.

### MINUTES

**MEMBERS PRESENT:** Jody Sweet, Robert Brown, John Davis, Mark Havard, Sheri Olson, Chuck Simikian, Wayne Weinberg and Amy Wise

**MEMBERS ABSENT:** Roger Pynn, Kevin Shaughnessy and Rick Walsh

**STAFF PRESENT:** Pam Nabors, Mimi Coenen, Tonya Elliott-Moore, Robert Quinlan, and Kaz Kasal

**GUESTS PRESENT:** Professor Ze Wang/University of Central Florida, Josh Greenberg, Simi Rarajee and Brad Simon/Edelman

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> Ms. Sweet called the meeting to order at 2:30 pm and welcomed those in attendance.	
2	<b>Roll Call / Establishment of Quorum</b> Ms. Kasal reported that there was a quorum present.	
3	<b>Public Comment</b> None Offered.	
4	<b>Approval of Minutes</b> A. 8/29/17 Community Engagement Committee Meeting.	<b>Mr. Brown approved the minutes from the 8/29/16 Community Engagement Committee Meeting. Mr. Weinberg seconded; motion passed.</b>
5	<b>Information/Discussion/Action Items</b>	
	<u>Review of Engagement Process</u> Ms. Coenen stated that, as part of the 16-17 Board strategic goals, the Board has been engaged in CSCF activities in visiting either one of the CSCF centers or shadowing a business representative. The purpose of this engagement is for the Board to gain first-hand experience of how CSCF operates in order to provide more insightful feedback through their observations. Ms. Shelley Lauten, Consultant, is the facilitator of this engagement process and she will be gathering the Board feedback in preparation for strategic discussion at the 4/26/17 Board Retreat. Ms. Coenen invited the Community Engagement non-board committee members to participate as their feedback would be valuable and appreciated.	

	<p><u>UCF School of Business 2016 Survey/Analysis Discussion</u></p> <p>Ms. Elliott-Moore stated that in the spring of 2015, CSCF enlisted the University of Central Florida (UCF) to conduct an initial study of the business community’s perception and awareness of CSCF. Professor Ze Wang, Professor at School of Business/UCF, headed this study and subsequently has conducted a follow up study in the fall of 2016. Ms. Elliott-Moore asked Professor Wang to provide the results of this recent study as well as the differences between the two studies.</p> <p>Professor Wang greeted the attendees and provided a PowerPoint presentation (attachment) reviewing the research objectives and methods; brand awareness and perceptions; results and recommendations. Professor Wang relayed the below highlights of the results and recommendations:</p> <ul style="list-style-type: none"><li>• Significant improvement in brand awareness from 21% in 2015 to 45% in 2016.</li><li>• Customer satisfaction level remains unchanged at 3.2%in 2015 to 3.3 in 2016 (on a scale of 1 to 5).</li><li>• Business feedback: process to attain candidates should be faster, easier and more convenient; need to better meet the specific needs of businesses.</li><li>• Need to focus on improving the brand. Create signature stories.</li><li>• Keep active and connected in the business community.</li><li>• Build strong relationships with client and become involved with client’s success.</li><li>• Provide rigorous screening process.</li><li>• Empower employees; performance bonus.</li><li>• Take away remark from Professor Wang was that in the first study businesses really felt the needed service was recruitment. However, during the second survey businesses were showing interest in training and internships as potential partnership opportunities. Professor Wang stated this showed an increased level of trust as they now wanted to explore deeper relationships with CSCF.</li></ul> <p>The Committee discussed and provided the following feedback:</p> <ul style="list-style-type: none"><li>• Prioritize top concerns based on businesses’ feedback. Provide testimonials that have successfully addressed the concerns of businesses.</li><li>• Look for ways to best engage with the millennials.</li><li>• Look for ways to get testimonials to go viral.</li></ul>	
--	---	--

	<ul style="list-style-type: none"> <li>• Work on messaging and stories that will increase CSCF’s relevance and resonance externally and internally.</li> </ul>	
	<p><u>Edelman Assessment of Current Outreach Discussion</u>                  Ms. Elliot-Moore introduced Dr. Simi Ranajee, Mr. Josh Greenberg and Mr. Brad Simon with Edelman. Ms. Elliott-Moore stated that CSCF engaged Edelman to provide an independent and unbiased review of CSCF’s current communication and outreach efforts. A PowerPoint entitled “Assessment &amp; Plan Overview” was presented by Edelman which included assessment insights, opportunities and proposed plan. The following highlights of the assessment and recommendations were provided:</p> <ul style="list-style-type: none"> <li>• Communications Team is very capable and resourceful. Strong board and executive leadership.</li> <li>• Incredible website.</li> <li>• Digital first strategy – increased prioritization in marketing mix has started to build a responsive community following on those channels</li> <li>• Develop content so it ranks higher, shows up more organically in search engines.</li> <li>• Multiple messaging and brand identities. Look to create one overarching message about CSCF.</li> <li>• Lack of ‘people like me’ peer groups. “Who speaks my language” should be front and center to messaging.</li> <li>• Need to push out content that is targeted and “sticky” enough to resonant.</li> </ul> <p>Ms. Nabors added that Edelman also pointed out the importance of an internal engagement plan, which will be added as a goal in the upcoming fiscal year.</p>	<p><i>At next meeting, staff to provide proposed strategies moving forward and budget considerations for FY 17-18.</i></p>
6	<p><b>Other Business</b>                  Ms. Nabors stated as part of the internal review of CSCF communications, staff is looking at different models to more effectively handle incoming calls and recommendations will be provided as part of budget discussion at next meeting.</p>	
7	<p><b>Adjournment</b>                  There being no other business, the meeting was adjourned at 4:19 p.m.</p>	

Respectfully submitted,  
 Kaz Kasal