

Community Engagement Committee Meeting

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

**Monday, February 29, 2016
2:30 p.m.**

MINUTES

MEMBERS PRESENT: Diana Bolivar, Steven Brooks, John Davis, Sheri Olson, Rick Walsh, Wayne Weinberg and Amy Wise

MEMBERS ABSENT: Kevin Shaughnessy, Robert Brown, Roger Pynn, and Jody Sweet

STAFF PRESENT: Pam Nabors, Tonya Elliott-Moore, Larry Krause and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<p>Welcome Mr. Weinberg, Chairing on behalf of Mr. Shaughnessy, called the meeting to order at 2:34 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 A. 11/16/15 Community Engagement Committee Meeting</p>	<p>Mr. Walsh approved the minutes from the 11/16/15 Community Engagement Committee Meeting. Mr. Davis seconded; motion passed.</p>
5	<p>Information/Discussion/Action Items</p>	
	<p>A. <u>Update on Community Outreach – 2nd Quarter</u> Ms. Elliott-Moore provided a PowerPoint overview entitled “Community Engagement – 2nd Quarterly Update FY 2015-2016” (attachment). The 2nd Quarter updates included community engagement activities, earned media coverage, direct campaigns, paid advertising, outreach materials and digital outreach (CSCF website launch, intranet development and social media). The consistent “Tailored from Every Angle” messaging will progress as recruitment services develop.</p> <p>The Committee suggested creating options for interactions be added to the home page and highlight</p>	<p><i>Ms. Elliott-Moore stated she has held discussions with various experts on ideas to create an innovative and interactive home page.</i></p>

	<p>current success stories and video testimonials – i.e. “event of the day.” It was also suggested that CSCF create b-roll and send that out to the media routinely.</p>	
	<p>B. <u>CSCF Strategic Operations Goals</u> Ms. Nabors referred to the 4 operational goals in the “Agenda Item 5B” document (attachment) and the corresponding metrics to consider for each goal. These goals were derived from the Board’s strategic discussions. Ms. Nabors asked the Committee to provide any suggestions/input. Mr. Walsh commented that a reputational component (brand relevance) should be included. The Committee concurred.</p>	<p><i>Staff will move forward to place these metrics in a “dashboard” format for Board and Committee reference.</i></p> <p>Mr. Walsh made a motion to endorse the 4 goals as outlined in the “Agenda Item 5 B” document and to include reputational goal. Ms. Bolivar seconded; motion passed.</p>
	<p>C. <u>Update UCF School of Business Follow-Up Survey</u> Ms. Ze Wang, Professor at School of Business/UCF, stated that last semester UCF conducted an independent research, assessing (via survey) the effectiveness of CSCF’s programs and brand. Findings from survey study include:</p> <ul style="list-style-type: none"> • Challenges with new brand; however this works in CSCF’s favor as it starts with a “clean slate” (only 20% of businesses surveyed knew of CSCF) • Challenges with career services - the different levels and who are we targeting is mixed and confusing • Non-profit organizations, in general, are seen as warm, but not competent/effective <p>Ms. Ze Wang commented that she is impressed with the new campaigns reported today with social media, as well as the consistent messaging “Tailored From Every Angle” – this shows great potential to evolve, if we stay true to the message and continue to enhance it. Ms. Ze Wang stated she will be working with Ms. Elliott-Moore to discuss the next steps and also include a focus study on job seeker.</p> <p>Ms. Elliott-Moore stated that staff recently changed CSCF organization labeling from non-profit to “recruitment firm/business consultant.”</p>	<p><i>Ms. Elliott-Moore to provide the Committee the Stanford University non-profit research study.</i></p>
	<p>D. <u>Overview – FY 14-15 Annual Report</u> Ms. LaRue provided a “mock-up” of CSCF’s PY14-15 Annual Report. The report’s design is polished, intended to reach the corporate market. Ms. LaRue reviewed formatting, style and color-coded themes of the report. The Committee discussed and concurred on the following:</p> <ul style="list-style-type: none"> • Chair’s and CEO’s letters should be reduced to one page. 	

	<ul style="list-style-type: none"> • CEO letter should clearly state the key strategies and priorities including what happened and what is coming next. <p>Ms. LaRue suggested that by reducing Chair and CEO letters to one page will make room for an infographic – a tear away piece.</p> <p>Ms. Nabors asked the Committee to please forward to staff any additional suggestions.</p>	
	<p>E. <u>Review finalized Crisis Communication Plan</u></p> <p>Ms. Elliott-Moore referred to the document entitled “Overview – Crisis Communication Plan” and stated that the complete draft Plan can be accessed via the link provided in this document. Mr. Walsh recommended the Plan be divided in two pieces: Prevention (have a process) and Recovery (what happened/how to respond).</p> <p>Ms. Elliott-Moore stated that worksheets have been developed as a guide with steps for each crisis situation. The next steps will include training staff and doing mock runs.</p>	
6	<p>Other Business None offered.</p>	
7	<p>Adjournment There being no other business, the meeting was adjourned at 4:06 p.m.</p>	

Respectfully submitted,

Kaz Kasal