

Community Engagement Committee Meeting

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

Monday, May 22, 2017
2:30 p.m.

MINUTES

MEMBERS PRESENT: Jody Sweet, Robert Brown, Mark Havard, Sheri Olson, Chuck Simikian, Wayne Weinberg, Rick Walsh and Amy Wise

MEMBERS ABSENT: John Davis, Roger Pynn, and Kevin Shaughnessy

STAFF PRESENT: Mimi Coenen, Tonya Elliott-Moore, Steven Nguyen, Robert Quinlan, Larry Krause, and Kaz Kasal

GUESTS PRESENT: Jane Trnka / Rollins College; Chante Shifflett, Denise Hall, Martice Armstrong / Florida Department of Corrections;

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Ms. Sweet called the meeting to order at 2:32 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. 2/27/17 Community Engagement Committee Meeting.	Mr. Brown approved the minutes from the 2/27/17 Community Engagement Committee Meeting. Mr. Weinberg seconded; motion passed unanimously.
5	Information/Discussion/Action Items	
	<u>Perspective – Career Center Visit</u> Ms. Wise stated that she and Mr. John Gill visited the West Orange office and relayed her experiences as follows: <ul style="list-style-type: none">• Location hard to find - GPS did not accurately direct to the Center• Hard to see the Center from the road• Great logo signage on the store front; however, difficult to read from road• Staff who welcomed and provided a walk-thru was very nice and provided information on the process for career seekers, employers and the focus on veterans• Very active center / good customer service attitude• Need to identify where, who, and what service in order to better guide customers visiting the center –	

	<p>i.e. some action language, identifying locations, services offered on walls.</p> <ul style="list-style-type: none"> • Overall, a positive experience <p>Ms. Sweet stated she visited the Osceola Center and commented that staff was polite and provided a tour. Ms. Sweet added that this was good, first-hand experience received on how services are provided - both from the career seekers' and employers' perspective. Mr. Brown also stated the visit he had at West Orange was very positive.</p>	
	<p><u>Review of Board Retreat Strategies</u></p> <p>Ms. Coenen reviewed the Board Strategic Goals from FY 16-17 and three questions (attachment) that were asked of the Board Members at the 4/26/17 Board Retreat. Ms. Coenen asked the Committee to provide their input on these same questions.</p> <p>Question 1: Has CSCF raised its profile with the business community this program year?</p> <p>Committee feedback:</p> <ul style="list-style-type: none"> • Profile has been raised and more positive. This is confirmed by the UCF Study showing significant improvement in brand awareness from approximately 21% in 2015 to 45% in 2016 • Seeing increased presence via social media, advertisements, and commercials • Need to look at multi-platforms and strategies to onboard Millennials and Generation Y's especially mobile platform (mobile responsive). (Ms. Elliott-Moore stated there is a current focus highlighted in the Edelman analysis to make CSCF's mobile platform more interactive and appealing to these generations.) • Need more integrated vertical strategies - include company profiles in job positions. Millennials are looking for cultural fit. • Be more of a partner for businesses and jointly work together to best appeal across generations: Generation X, Y and Millennials. <p>Question 2: How well do CSCF's career centers connect with and demonstrate high growth job opportunities that connect business to needed talent?</p> <p>Committee feedback:</p> <ul style="list-style-type: none"> • The more we can migrate to action-digital, the more we can attract Millennials. Millennials want to be online exclusively; not come into centers to job search. 	

	<ul style="list-style-type: none"> • Opportunity to organize resources with employers – train them to do virtual interviews and update their resources • Cultivate business relations and interconnectivity • Millennials look for companies that align with their needs, lifestyle; money is not always the number one reason in their job selection • Centers are good ways to find certain type of jobs – i.e. hospitality. • Have focus groups and/or one-on-one discussion with Millennials to get their input <p>Question 3: Are we as a Central Florida workforce system truly “business-driven”? Are services intentional, focused and coordinated to align to regional business needs?</p> <p>Committee feedback:</p> <ul style="list-style-type: none"> • Committee concurred CSCF is more business-driven • With the alignment of Business Service Reps not only by territory, but by focus of specific industry will help provided specialized assistance in order to better meet business needs • Successful businesses manage change well 	
	<p><u>Outreach Budget FY 17-18</u></p> <p>Ms. Elliott-Moore mentioned that CSCF has anticipated that due to the lowered unemployment rates for the Central Florida region we would realize a reduction in federal funding allocations. For this reason the outreach budget for FY 17-18 has been decreased by 15% from FY 16-17. Ms. Elliott-Moore reviewed proposed budget allocations (attachment) by web/digital platforms and program outreach, and indicated funds would be focused on higher performing, most successful communication modes in FY 17-18.</p> <p>The Committee also discussed CSCF presence with local sports organizations. The Committee concurred brand awareness through high school sporting events would be a good way to reach students (Millennials) and employers.</p> <p>Ms. Elliott-Moore stated that search engine optimization projects highlighted in the Edelman assessment would be handled in part through the in-house web administrator.</p>	<p>Mr. Brown made a motion to recommend the proposed FY 17-18 Outreach Budget to the Board. Ms. Sweet seconded; motion passed unanimously.</p> <p><i>Ms. Elliott-Moore and Ms. Wise to look at an option with local high schools with remaining funds from this FY.</i></p>
	<p><u>Contact Center Update</u></p> <p>Ms. Coenen stated that CSCF has been experiencing a high call volume averaging 27,000 calls a month. At the recommendation of Ms. Sweet, staff took a deep dive to</p>	

	<p>analyze these calls by forming an internal Content Analysis Team to function as a dedicated call center during a pilot period, occurring over the past few months. Mr. Nguyen, CSCF IT Director, reviewed the process and results of this call center pilot (attachment). The calls were tracked on an Access database, where detailed information was logged such as type of call, where calls were transferred to, etc. By the 20th day of the pilot, calls dropped from 981 per day to 247 per day. Other results: 94% of calls are career seekers calls, 41% of calls are FAQ or transfer calls and 80% drop in voicemails.</p> <p>Staff are recommending:</p> <ol style="list-style-type: none"> 1) Utilize in-house, dedicated Contact Center team of 4 full-time employees 2) Purchase an off-the-shelf contact center software to assist in the process and ensure clients/customers are assisted effectively (included as part of the IT budget for 17-18) 3) Transition to the in-house Contact Center by start of FY 17-18 (July 2017) <p>Mr. Nguyen stated that the “Contact Center” will include various modes of communication, not just via phone but web chat, texting, social media, and email functions as well.</p>	
6	<p>Other Business Ms. Elliott-Moore referenced the CSCF packet provided to the Committee, which includes the annual report (three pieces) and the “Economic and Community Impact” reports.</p>	
7	<p>Adjournment There being no other business, the meeting was adjourned at 3:31 p.m.</p>	

Respectfully submitted,
 Kaz Kasal