

**Community Engagement Committee Meeting**

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

**Monday, August 17, 2015  
2:30 p.m.**

**MINUTES**

**MEMBERS PRESENT:** Kevin Shaughnessy, Diana Bolivar, Steven Brooks, Robert Brown, John Davis, Sheri Olson and Wayne Weinberg

**MEMBERS ABSENT:** Roger Pynn, Jody Sweet, Rick Walsh and Amy Wise

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

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> Mr. Shaughnessy called the meeting to order at 2:34 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. 5/26/15 Executive Committee Meeting Mr. Shaughnessy asked Ms. Kasal to revise the minutes as follows: include Diana Bolivar and Sheri Olson as present, and revise Roger Pynn as absent.	<b>With inclusion of noted revisions, the Committee approved the minutes from 5/26/15 Community Engagement Committee Meeting.</b>
5	<b>Information/Discussion/Action Items</b>	
	A. <u>Update on Community Outreach – To Date</u> Ms. Elliott-Moore provided a PowerPoint overview of CareerSource Central Florida’s outreach during FY 2014-2015 to include earned media (media coverage gained from press releases), social media, CSCF website, paid outreach, high profile advertising and community relations. The following highlights were noted: <ul style="list-style-type: none"> <li>– Earned media – total of 60</li> <li>– Media requests are for expertise/data</li> <li>– Social media has increased / this region has more followers on LinkedIn compared to other like entities. Followers consist of businesses and high level career seekers.</li> <li>– CSCF website – launch new website end of this month with business services focus.</li> <li>– Mr. Todd has been a great brand ambassador in</li> </ul>	<i>Ms. Elliott-Moore stated she will revise the chart under “Community Relations Highlights” and resend.</i>

	Sumter County, especially referring businesses in the agri-biz industry to CSCF services.	
	<p><b>B. <u>18 Month CSCF Outreach Strategy</u></b>          Ms. Elliott-Moore reviewed the 18 month outreach strategy plan as CSCF transitions with Workforce Innovation and Opportunity Act (WIOA).</p> <ul style="list-style-type: none"> <li>– Months 1-8: focus on CSCF being the “Workforce Concierge” tailored to meet businesses’ needs</li> <li>– Months 9-15: operations to help define what the concierge services are and UCF commences with follow-up survey.</li> <li>– Months 10-18: compare performance measures received under WIOA against service delivery; promise to see if met expectations.</li> <li>– The Committee discussed what the potential end game focus for CSCF should be during months 16 through 18 of the outreach strategy. The committee thought the potential message at that point should be, “CSCF delivers candidates at every level.”</li> </ul>	
	<p><b>C. <u>Overview – Business Engagement Plan Recommendations for Communications &amp; Outreach</u></b>          Ms. Coenen reviewed the outreach component of the business engagement plan and how each mode of outreach will be consolidated/re-cultured to better align to the business-centric focus.</p>	<i>The Committee recommended the following: a countdown to the website launch, a mobile app, and have local celebrities (i.e. Mayor Jacobs) tweet/post about CSCF.</i>
	<p><b>D. <u>Community Engagement Committee Role in Community Relations Strategy</u></b>          The Committee requested that each Committee member coordinate with CSCF staff to hold a lunch and listen session (one per month). At these sessions businesses in key industry sectors will talk about hiring needs and challenges. These businesses can also provide feedback on CSCF’s new website.</p>	<i>Mr. Shaughnessy stated he will coordinate with SHRM for a session in the fall. Mr. Weinberg stated he will also look into hosting a session in Seminole County. Staff to draft a 12 month plan for execution.</i>
6	<p><b>Other Business</b>          Ms. Elliott-Moore stated that today, Representative Daniel Webster toured the CSCF office in Lake County.</p>	
7	<p><b>Adjournment</b>          There being no other business, the meeting was adjourned at 3:50 p.m.</p>	

Respectfully submitted,  
 Kaz Kasal