

Community Engagement Committee Meeting

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

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

MINUTES

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

MEMBERS ABSENT: Roger Pynn

STAFF PRESENT: Pam Nabors, Mimi Coenen, Tonya Elliott-Moore, Robert Quinlan, Homer Boone, Larry Krause and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<p>Welcome Mr. Shaughnessy called the meeting to order at 2:35 pm and welcomed those in attendance. Mr. Shaughnessy welcomed Mr. Mark Havard and Mr. Chuck Simikian as new members to the Community Engagement Committee and introductions were made.</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. 5/16/16 Community Engagement Committee Meeting.</p>	<p>Mr. Weinberg approved the minutes from the 5/16/16 Community Engagement Committee Meeting. Ms. Sweet seconded; motion passed.</p>
5	<p>Information/Discussion/Action Items</p>	
	<p>Staff provided a Powerpoint presentation on the following:</p> <p>A. <u>Review Committee Charter</u> Ms. Nabors referred to the “CareerSource Central Florida Community Outreach and Engagement Committee Charter” and stated that staff provided suggested revisions in red for the Committee’s consideration. The Committee concurred with the revisions and provided the following additional edits:</p> <ul style="list-style-type: none"> • Under “Responsibilities” “to include Local Elected Officials and members of the Consortium.” • Under “Responsibilities” add a period to the last sentence of the 5th bullet. 	<p>Mr. Brown made a motion to approve the CSCF Community Outreach and Engagement Committee Charter” to include the revisions in red as well as the Committee’s additional noted revisions. Mr. Weinberg seconded; motion passed.</p>

	<p>B. <u>4th Quarter Performance Report</u> Ms. Elliott-Moore reviewed 4th quarter performance measures on public information/media relations and web & digital media.</p>	
	<p>C. <u>Review Metrics of CSCF Strategic Operations – Goal #1</u> Ms. Coenen stated that this year’s four operational goals have clear, specific targets that better define return on investment. The Community Engagement Committee oversees Goal #1 of increasing the business community’s awareness of CSCF’s value to the region’s employers. For July 2016, CSCF exceeded monthly targets in both number of businesses using CSCF services as well as repeat business customers, which is a direct result of CSCF’s new efforts to strengthen relationships with businesses by find solutions to their needs. With regard to the targeted goal of increasing awareness of CSCF brand, Ms. Nabors stated that the UCF study taken 2 years ago will be repeated in the Fall and results will be reviewed by this Committee later this year.</p>	
	<p>D. <u>Present Final Annual Report – 2014-2015</u> Ms. Elliott-Moore provided for the Committee’s review a mock-up of the 2014-15 Annual Report. The distribution of the report will be digital to key stakeholders including counties and municipalities. Hard copies will be printed which the Business Sales unit will use when meeting with businesses.</p>	
	<p>E. <u>CSCF Event Evolution 2016</u> Ms. Nabors provided an overview of the events process since 2012 and strategies that have been developed by streamlining to make sure CSCF participates in the most important events for greatest impact. Ms. Nabors also reviewed strategies for FY 16-17 and the Committee concurred to change 4th bullet to: “Ensure effective coverage in each county and tailored to their needs.”</p> <p>The Committee also discussed and provided the following feedback:</p> <ul style="list-style-type: none"> • Highlight granular events – i.e. ADP. • Attain sound bites with real data/real time from different events – i.e. ADP press release: “20% hired via CSCF” • Review effectiveness per each event category. • Discussed gathering and reviewing event data from 2013-2016. 	

6	Other Business Mr. Shaughnessy announced he will be stepping down as Chair of this Committee and that Ms. Sweet will take over as Chair.	
7	Adjournment There being no other business, the meeting was adjourned at 3:50 p.m.	

Respectfully submitted,
Kaz Kasal