



Community Engagement Committee Meeting

**CareerSource Central Florida
390 North Orange Ave., Suite 700, Orlando, FL 32801**

Monday, September 17, 2018, 2:30 pm

MINUTES

- MEMBERS PRESENT:** Jody Wood, Robert Brown, Mark Havard, Jane Trnka and Wayne Weinberg
- MEMBERS ABSENT:** John Gyllin, Sheri Olson, Roger Pynn and Rick Walsh
- STAFF PRESENT:** Pam Nabors, Mimi Coenen, Lisa Burby, Kristine Concepcion, Anthony Adams and Kaz Kasal
- GUESTS PRESENT:** Luke Thomas/ Edelman

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Ms. Wood called the meeting to order at 2:38 pm.	
2	Roll Call / Establishment of Quorum Ms. Kasal reported quorum present.	
3	Public Comment None offered.	
4	Action Items <u>Committee Charter Review</u> <ul style="list-style-type: none"> • Reviewed proposed revisions to Charter (attachment) • Committee concurred on below additional revisions: <u>Under “Responsibilities” section</u> <ul style="list-style-type: none"> ○ Remove the word “Annually” from 6th bullet ○ Move 4th bullet to 3rd bullet position and put whole section in numerical order <u>Approval of 5/14/18 Minutes</u> Reviewed minutes from 5/14/18 Meeting.	<p>Mr. Weinberg made a motion to approve Charter with proposed changes and the additional edits noted by the Committee. Mr. Havard seconded; motion passed unanimously.</p> <p>Mr. Brown made a motion to approve the minutes from the 5/14/18 Community Engagement Committee meeting. Ms. Trnka seconded; motion passed unanimously.</p>
5	Information <u>Building Strategic Communications Organization</u> <ul style="list-style-type: none"> • Ms. Burby introduced Ms. Kristine Concepcion, Senior Corporate Communications Manager and Mr. Anthony Adams, Senior Outreach Marketing Manager. • Reviewed strategic communications plan for 2018-2019, in support of overall Board Priorities (attachment). <u>Strategic Communications Priorities Q1 & Q2</u> <ul style="list-style-type: none"> • Reviewed priorities for Q1 & Q2: enhance value proposition, digital strategy, outreach campaigns and brand awareness. 	

6	<p>Insight <u>Edelman</u></p> <p>Master Narrative Update</p> <ul style="list-style-type: none">• Mr. Thomas reviewed status of “The Master Narrative Development Progress” (attachment).<ul style="list-style-type: none">○ Phase 1: Immersion and Discovery - <i>completed</i>.○ Phase 2: Messaging Architecture – <i>in progress</i> Develop messaging – overarching, then granular.○ Phase 3: Narrative Development and Testing – refine development of full master messaging across the organization.○ Phase 4: package and present – anticipated this project will be done by end of October / early November. <p><u>Priorities for Committee</u></p> <p>Committee Input:</p> <ul style="list-style-type: none">• Establish “alumni” networks – a great way to get referrals, a safe place for members to get support, ongoing career guidance tips can be offered. Also CSCF alumni within companies.• Committee to meet in November to review Master Narrative – Phase 3 of the project.• The Committee recommended Edelman as a resource / vendor to conduct niche customer research, to advance the “Enhance the Value Proposition” strategy as part of the strategic communication 2018-2019 plan.	
7	<p>Adjournment</p> <ul style="list-style-type: none">• Meeting was adjourned at 4:07 p.m.	

Respectfully submitted,
Kaz Kasal