

## Revenue Diversity Ad Hoc Committee Meeting

Monday, November 20, 2017  
3:00 p.m.

### MINUTES

**MEMBERS PRESENT:** Eric Jackson, Glen Casel, John Gill and Richard Sweat

**MEMBERS ABSENT:** None

**STAFF PRESENT:** Pam Nabors, Leo Alvarez and Kaz Kasal

**GUESTS PRESENT:** Mark Brewer/Central Florida Foundation; Robin King, Carlos Valderrama/CareerSource Flagler Volusia

Agenda Item	Topic	Action Item / Follow Up Item
1	<p><b>Welcome</b> Mr. Jackson, Committee Chair, called the meeting to order at 3:05 p.m. and welcomed those in attendance.</p> <p>Mr. Jackson also welcomed the following individuals from CareerSource Flagler Volusia: Ms. Robin King, President/CEO and Mr. Carlos Valderrama, Board Chair. Ms. King stated both she and Mr. Valderrama attending to listen to the discussion on revenue diversity options and gather any information that would be helpful to their region.</p> <p>Mr. Jackson stated that this Committee should identify some revenue diversity options that would fit in the framework of what CSCF does well, establish a timeline and set it in motion.</p>	
2	<p><b>Roll Call / Establishment of Quorum</b> Ms. Kasal, Executive Coordinator, reported that there was a quorum present.</p>	
3	<p><b>Public Comment</b> None offered.</p>	
4	<p><b>Approval of Minutes</b> 8/24/17 Revenue Diversity Ad Hoc Committee Meeting</p>	<p>Mr. Sweat made a motion to approve the minutes from the 8/24/17 Revenue Diversity Ad Hoc Committee Meeting. Mr. Gill seconded; motion passed unanimously.</p>
5	<p><b>Information/Discussion/Action Item</b> <u>Strategy Discussion</u> Mr. Alvarez reviewed the 4 alternate funding source areas discussed at the previous meeting, and provided updates and proposed goals as bulleted below. Mr.</p>	

Alvarez stated the total projected goal for alternative revenue would be \$1M:

1) Program Revenue

- o Ticket To Work (TTW) program – staff has tweaked this plan to grow revenue. Proposed goal: \$400,000 (from \$200,000/year). These funds are unrestricted.
- o Other government grants - CSCF is currently active with a few grants. Proposed goal: \$100,000. These funds are more restrictive.

2) Consulting & Marketing Revenue. Proposed goal: \$100,000

3) Social Enterprise – involves getting partners to invest with CSCF and sustain the partnership (CSCF has not done this). Proposed goal: to be determined

4) Annual & Capital Campaign (CSCF has not done this).

The Committee further discussed the above funding sources and provided the following input:

- The Committee concurred that CSCF should maximize the TTW program as much as possible.
- Mr. Sweat suggested formatting information and data gathered similar to the way information and data is formatted for the Career Services Committee meetings – showing current status and if on track/not on track towards annual goal.

Mr. Mark Brewer, President/CEO with the Central Florida Foundation provided the following input:

- Look across like size organizations
- Program revenue is always part of it
- Consulting and Marketing Revenue – most expensive
- Grants – average 37 cents on the dollar for cost
- Social Enterprise – mission of non-profit with market driven approach, applying commercial strategies to maximize improvements (this is an emerging approach)

*Ms. Nabors will consult with CareerSource Broward, as that region has had good success with the TTW program.*

- Annual & Capital campaign – this would be more challenging – need to build and grow the population that will donate
- What is missing is plan giving / major gifts – show the public the importance of private funding and that it fills the gap where government is not funding – i.e. due to restrictions, decrease in funds
- CSCF needs to show a model on how private investment impacts the community and makes a difference

Ms. Nabors stated that investing in youth has been catching traction. CSCF has worked with some municipalities and businesses on youth projects. There is more flexibility with these alternate funds that can be used in areas where government funds have restrictions. Mr. Brewer added that getting companies to invest in the youth talent pool will help to keep this population in the community.

Ms. Nabors stated a component of CSCF's portrait is moving people to the middle. As reviewed at the Board Retreat, the majority of adults CSCF works with have some skills and work experience, high school diploma, some college and are between the ages of 22 to 44. Businesses want to hire this pool and CSCF can help these individuals move to better employment (i.e. with short-term training) and to a career path to gain sustainable wage.

Ms. Nabors stated that CSCF is better at connecting and helping youth that have fallen out of other systems, and getting them to earn credentials and attain basic and soft skills in order to attain employment or continue their education. Of the youth that CSCF has served in the past year: 92% attain a credential, 56% attained employment or continuing education and 50% increased their math and reading competencies – CSCF is building a talent pool.

Mr. Brewer stated that the Board has to drive the private sector strategy by building defined measures and growing this over time. Diverse revenue income will become diverse lines of business – measure build out of each.

Mr. Brewer added it will be important to have an individual commitment at the Board level – “give, gather,

grow” – each Board Member either writes a check or finds people to write a check or be involved in the generation of writing of checks. Build teams to work together to “give, gather, grow.”

#### Debrief from Board Retreat

Ms. Nabors referenced the 11/3/17 Board Retreat and idea that came from the question: “*How do we attract revenue and/or investment to support ongoing talent development?*” Mr. Casel was in the group that had this question and stated the group came up with the tagline: “CareerSource Rebrands in Revenue Diversity Initiative to Demonstrate That Success Breeds Success.” CSCF needs to articulate the positive impact that CSCF’s services have on the community. By better articulating what CSCF does best and making those positive impacts happen, will lead to increased confidence and further investments from the private sector and municipalities, creating a culture of market growth expansion and innovation.

#### Next Steps

The Committee concurred for the next meeting:

- Put a case statement together with targets
- Include in pitch statement the advantages of private funding: 1) those not served or eligible due to restrictions with government funding, can be served and eligible with private funding. and 2) the additional services that cannot be provided under government funding, can be provided with private funding
- What is the Vision 1 year, 5 years and 10 years in the future.
- Vet case statement to Board
- Standard format meet goals/metrics to date (like Career Services Committee’s format) – income generation strategies
- TTW – provide historical information and what the potential could be

At the request of the Committee, Mr. Brewer’s team will help with technical assistance and assist in the drafting of sales pitch / value statement.

#### Upcoming Meeting Schedule

Ms. Kasal to send a survey to poll for dates in January 2018 for the next meeting.

	<b>Other Business</b> None offered.	
8	<b>Adjournment</b> There being no other business, the meeting was adjourned at 4:40 p.m.	

Respectfully submitted,

Kaz Kasal  
Executive Coordinator

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