

**MINUTES OF THE  
CAREERSOURCE FLAGLER VOLUSIA  
CAREERSOURCE CENTRAL FLORIDA  
CAREERSOURCE BREVARD  
EXECUTIVE COMMITTEE MEETING  
March 27, 2017**

A meeting of the CareerSource Flagler Volusia, CareerSource Central Florida and CareerSource Brevard Executive Committees was called to order at 7:30 a.m. in the Northeast Meeting Room of the Washington Hilton Hotel, 1919 Connecticut Avenue, NW, Washington DC 20009 pursuant to Notice fixing said time and place.

The following members of the Regional Executive Committees were present:

Mr. John Wanamaker, Past Chair - CareerSource Flagler Volusia - CCIM, Coldwell Banker Commercial Group

Ms. Denise Breneman, Executive Committee – CareerSource Flagler Volusia – County Director, Special Olympics Florida

Dr. Aubrey Long, Executive Committee - CareerSource Flagler Volusia – VP, Bethune Cookman University

Mr. Carlos Valderrama, Vice Chair – CareerSource Flagler Volusia – Manager, Valderrama Partners, LLC

Ms. Lynda Weatherman, CareerSource Brevard – President & CEO, Economic Development Commission Florida's Space Coast

Ms. Patty Stratton, CareerSource Brevard – VP, Abacus Technology, Inc.

Ms. Wendy Brandon, Past Chair - CareerSource Central Florida – CEO, Central Florida Regional Hospital

Mr. Paul Bough – CareerSource Central Florida – Senior Managing Consultant, Berkeley Research Group, LLC

Staff members present:

Ms. Robin King, President & CEO – CareerSource Flagler Volusia

Ms. Marci Murphy, President – CareerSource Brevard

Ms. Pamela Nabors, President & CEO – CareerSource Central Florida

Ms. Mimi Coenen, Chief Operations Officer – CareerSource Central Florida

Mr. Leo Alvarez, Chief Financial Officer – CareerSource Central Florida

Mr. Steven Nguyen, IT Director – CareerSource Central Florida

Mr. Charles Howell, Chief Information Officer – CareerSource Flagler Volusia

Ms. Marci Murphy, President of CareerSource Brevard, welcomed the attendees to the semi-annual Joint Meeting of the Executive Committees of CareerSource Brevard, CareerSource Flagler Volusia and CareerSource Central Florida. All attendees introduced themselves.

Ms. Murphy shared with the group how Brevard is using analytics to gauge use and success of advertisements (presentation attached) for their engineer recruitment campaign. She explained how CareerSource Brevard is using the agreement with CareerSource Florida and Moore Communications as a resource to cover the cost of the advertising. The group discussed regional possibilities under the same agreement with CareerSource Florida if it is continued a third year (17-18) for occupations needed regionally, including engineers and higher level construction occupations.

Next, Ms. Pam Nabors discussed their process with the mapping of nine counties under the UCF Talent Supply Study. Phase I & II have been completed and Phase III will be completed in April. In May, it is expected that staff in all three areas will be cross-trained to use the tool and round-table discussions with area economic development organizations will be scheduled. It is the intent to share this tool for their business recruitment and retention.

Ms. Robin King shared a draft narrative of a potential business recruitment tool. This tool is designed to help companies understand their role in internships and other work-based learning opportunities. Feedback was provided by the group on content and flow of the information. The group discussed how we could regionally create a campaign that could use several modalities to invite businesses to participate in internships, including podcasts, videos of students, businesses and schools sharing successes.

The group discussed future meeting date to be scheduled in September or October as a standalone activity as the tri-region group will not be hosting a business summit.

There being no further business to come before the meeting, it was adjourned.