



COMMUNITY ENGAGEMENT COMMITTEE

CareerSource Central Florida | 2/12/25
CareerSourceCentralFlorida.com



2/12/25 COMMUNITY ENGAGEMENT COMMITTEE MEETING

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Information/
Discussion/
Action Items

Other Business

Adjournment

What: Community Engagement Committee Meeting

When: Wednesday, February 12, 2025
2:00 p.m. – 3:00 p.m.

Where: Virtual Option via Zoom:

Link: <https://careersourcecf.zoom.us/j/85805275387?pwd=8pfDwPA9RVK3JEzZ1hw0SU0SxVVHP5.1>

Dial In: 1 (929) 205-6099 / Meeting ID: 858 0527 5387 / Passcode: 456966

2/12/25 COMMUNITY ENGAGEMENT COMMITTEE MEETING

Agenda Item #"	Topic	Presenter	Action Item
1.	Welcome	David Sprinkle	
2.	Roll Call / Establishment of Quorum	Kaz Kasal	
3.	Public Comment	David Sprinkle	
4.	Approval of Minutes A. 11/21/24 Community Engagement Committee Meeting	David Sprinkle	X
5.	Information / Discussion / Action Items A. Government Affairs Update B. CSCF Value Proposition Review & Discussion C. CSCF Unified & Integrated Plan – Highlights & Horizons Showcase D. Survey Reminder for Website Refresh	Committee Discussion	
6.	Other Business	David Sprinkle	
7.	Adjournment	David Sprinkle	
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WELCOME



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ROLL CALL / ESTABLISHMENT OF QUORUM



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PUBLIC COMMENT



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APPROVAL OF MINUTES



DRAFT
 Community Engagement Committee Meeting
 Thursday, November 21, 2024, 3:00 pm

MINUTES

- MEMBERS PRESENT:** David Sprinkle, Kristin Gray, Lindsey LeWinter, Gaby Ortigoni, Snak Nakagawa, DeAnna Thomas, Stella Siracuza, Eric Ushkowitz, Wayne Weinberg and Kristin Williams
- MEMBERS ABSENT:** Gui Cunha, Amy Santorelli and Dan Ward
- STAFF PRESENT:** Emily Kruszewski, Tadar Muhammad, Nilda Blanco, Gina Ronokarijo, Cara Sosa, Lee, Vince Bruno and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome <ul style="list-style-type: none"> Mr. Sprinkle, Committee Chair, called the meeting to order at 3:05 pm. 	
2	Roll Call / Establishment of Quorum <ul style="list-style-type: none"> Ms. Kasal reported quorum present. 	
3	Public Comment <ul style="list-style-type: none"> None offered. 	
4	Approval of Minutes <u>Approval of Minutes</u> <ul style="list-style-type: none"> Reviewed minutes from 8/29/24 Meeting (attachment). 	Mr. Nakagawa made a motion to approve the minutes from the 8/29/24 Community Engagement Committee meeting. Ms. Ortigoni seconded; motion passed unanimously.
5	Information/Discussion <u>Government Affairs Update</u> <ul style="list-style-type: none"> Ms. Blanco, Sr. Vice President of Strategic Initiatives, provided an update on CSCF's government affairs. Working with executive leadership on government affairs strategies to help: <ul style="list-style-type: none"> keep an eye on regulations and compliance be an instrumental advocate within the workforce ecosystem identify goals and make sure metrics align with goals understand unique focus of each county tracking of outcomes <u>CSCF Website Strategies</u> <ul style="list-style-type: none"> Reviewed updates on the CSCF website refresh to include vision highlights, core audience, and phased approach plan with a timeline of objectives (attachment). A survey will be send to Committee for their feedback on the development of the website. Spanish translation will be incorporated in the website refresh; Ms. Siracuza offered her support in development of this. 	



	<p><u>CSCF Voice: United Messaging</u></p> <ul style="list-style-type: none"> • Reviewed the importance of a unified voice for CSCF messaging that resonates with customers. The Committee to be invited to a messaging brainstorm meeting for their input. <ul style="list-style-type: none"> ○ Committee suggested preparing prior to this meeting vs. group think. 	
6	<p>Other Business None offered.</p>	
7	<p>Adjournment</p> <ul style="list-style-type: none"> • Meeting was adjourned at 3:43 p.m. 	

Respectfully submitted,

Kaz Kasal
Executive Board Coordinator



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INFORMATION / DISCUSSION / ACTION ITEMS

GOVERNMENT AFFAIRS UPDATE



Government Affairs Update

Workforce Innovation and Opportunity Act Reauthorization

- Where are we now?

Federal Funding

- What are we hearing?

Stakeholder Engagement

- Partnerships
- Revenue opportunities



VALUE PROPOSITION REVIEW & DISCUSSION





CareerSource Central Florida **Value Proposition**

“We deliver personalized career support and skill development to bridge success between people and business.”

Regardless of where you are on your career journey, we care enough to customize a solution that meets your needs and delivers talent to businesses. We are driven by your journey not ours... any community employer and any workplace.

UNIFIED & INTEGRATED PLAN

HIGHLIGHTS & HORIZONS





UNIFIED & INTEGRATED COMMUNICATIONS STRATEGY PLAN



Strategies & Goals



- **Develop and Implement a Unified Calendar Strategy** - Create a comprehensive, year-to-year CSCF-themed calendar strategy that brings together all communication channels
- **Launch New Campaigns and Storytelling Initiatives** - Introduce more campaigns, events, and storytelling opportunities to highlight CSCF's mission
- **Foster Cross-Department Collaboration** - Strengthen synergies, focused monthly themes that boost engagement, enrich organizational culture, all to align with CSCF's strategies and outreach opportunities
 - **Quarterly Planning Meetings** - Coordinate quarterly meetings aligned with board quarterlies
- **Enhance Audience Engagement** - Deliver clear and relevant messaging tailored to internal and external audiences on all platforms
- **Optimize Timing and Frequency** - Proactively plan content and establish consistent frequency when reaching target audiences.



THEME: NEW YEAR, NEW BEGINNINGS
 CareerSource Central Florida kicks off 2025 with new opportunities, continued growth, and bold engagements to reach its goals in this exciting new year.

BIG WINS



TOP PR STORY
 • JP Morgan Chase press conference featured on WFTV-TV channel 9 and Orlando Business Journal



TOP SOCIAL POST
 • Yolanda Green's video in partnership with Intellectool brings new inspiration to all



MAJOR EVENT WIN
 • New opportunities on the horizon thanks to a FAIRWINDS \$25K award and JPMorganChase \$500K award

DECEMBER + JANUARY HIGHLIGHTS

PUBLIC RELATIONS

- New beginnings with JP Morgan Chase!
- Rang in the new year with a 'Level Up Orange!' feature in Orlando Business Journal

MARKETING / EVENTS

- A fresh start for CSCF's donation page with a refresh coming soon
- Outreach for AdventHealth Community Champion grant delivered a fresh start for career seekers seeking healthcare careers

BOARD

- Board Members dive into committee meetings, bringing fresh energy and focus for the new year
- Launched website refresh survey to committee and board members

SOCIAL

- Sumter County Spotlight
- AdventHealth Community Champion CNA program
- FAIRWINDS \$25K award
- JPMorganChase \$500K award

INTERNAL

- Jumpstarted January with a Diaper Drive benefiting the Early Learning Coalition.
- Yolanda Green won the Greg Fadgett Citizen of the Year in Lake County
- Kicked off the new year with a look back at 2024 video

PODCAST

- Recorded an all-new podcast with Elisha Gonzalez from FAIRWINDS Foundation about her journey and what the new year brings

FEBRUARY HORIZONS

THEME: LOVE YOUR CAREER

PUBLIC RELATIONS

- Media pitching on career exploration for youth and veterans
- Stories on semiconductor jobs in the heart of Osceola
- Panel with League of Women Voters Orange County

MARKETING / EVENTS

- Marketing support for Hearts for Veterans event
- Developing video series around the heart of technology with semiconductor careers
- CFHLA Hospitality Summit

BOARD

- CSCF Board of Directors connect to the beloved semiconductor industry during NeoCity panel

SOCIAL

- Orange County students fall in love with new careers during spring HSCE posts

INTERNAL

- 'Love what you do' staff spotlight feature
- We love supporting our community - Sponsorship photos & recaps

PODCAST

- Elevating podcast strategies to include video that is loved by all

SPONSORSHIPS WE SUPPORT

- CFHLA State of Hospitality Summit
- Dream Gala at Seminole State College
- Enchanted Gala at OCCOA
- Victory Cup Storytelling Showcase
- Future Entrepreneurs of Sumter County School Board
- African American Chamber Eagle Awards



WEBSITE SURVEY REMINDER

LET

GO

[RETURN TO AGENDA](#)



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ADJOURNMENT



CONNECT WITH US



or in person by appointment, in your place of business or at one of our Career Centers.



THANK YOU