



DRAFT
Community Engagement Committee Meeting
Wednesday, February 12, 2025, 2:00 p.m.

MINUTES

MEMBERS PRESENT: David Sprinkle, Kristin Gray, Lindsey LeWinter, Snak Nakagawa, Gaby Ortigoni, Stella Siracusa, DeAnna Thomas, Dan Ward, Wayne Weinberg and Kristin Williams

MEMBERS ABSENT: Amy Santorelli, Kris Tietig and Eric Ushkowitz

STAFF PRESENT: Emily Kruszewski, Nilda Blanco, Cara Sosa, Crystal Lee, Vince Bruno and Kaz Kasal

| Agenda Item | Topic | Action Item <i>/ Follow Up Item</i> |
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| 1 | Welcome <ul style="list-style-type: none"> • Mr. Sprinkle, Committee Chair, called the meeting to order at 2:01 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 11/21/24 Meeting (attachment). | Mr. Nakagawa made a motion to approve the minutes from the 11/21/24 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 (attachment) with following highlights: <ul style="list-style-type: none"> ○ WIOA Reauthorization was not included in final bill. Legislative proponents will continue work and try to get WIOA Reauthorization passed. ○ CSCF continues to monitor and strategically plan for any legislative or funding changes ○ On level, continuing to work with key partnerships to leverage resources and increase revenue opportunities. ○ STEM Day at NeoCity occurred on 2/1/25. This event was as an opportunity to engage the community in what NeoCity means and its impact on STEM workforce. 1,200 were in attendance. <u>Value Proposition Review & Discussion</u> <ul style="list-style-type: none"> • Reviewed proposed Value Proposition statement and explanation (attachment). Committee feedback: <ul style="list-style-type: none"> ○ Should “business” be plural? ○ Use another word instead of “bridge” – something stronger like “achieve” ○ Put “achieve success” at end of statement | |

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| | <ul style="list-style-type: none"> ○ Use “employer” instead of “business” ○ Concurred on phrases to keep: “our journey not yours” / “we care” / “customize a solution” ○ Value proposition for career seeker would be different vs. value proposition for employer ○ Frontline staff should be equipped with messaging that is simple and easy to explain to career seeker; messaging that staff can articulate and embrace. <p><u>CSCF Unified & Integrated Plan – Highlights & Horizons Showcase</u></p> <ul style="list-style-type: none"> ● Reviewed strategies and goals on CSCF’s “Unified and Integrated Communications Plan” (attachment). ● Reviewed “Highlights and Horizons” (attachment) – an internal monthly communication to staff that includes a monthly theme, big wins, recent highlights, and what’s on the horizon. <p>Committee input:</p> <ul style="list-style-type: none"> ○ Find a way to connect value proposition in “Highlights & Horizons” – to keep staff aligned, as a continued reminder, to overall objective. ○ Share with Board ○ Share wins that board members have done – both in BoardSource and internal. <p><u>Survey Reminder for Website Refresh</u></p> <ul style="list-style-type: none"> ● Committee was reminded to take survey for their input on website refresh. | <p><i>Kaz to resend survey link to Committee</i></p> |
| 6 | <p>Other Business Ms. Kruszewski, VP of Strategic Communications, announced she will be leaving CSCF. Mr. Sprinkle, on behalf of the Committee, wished her the best, and commended her work and the difference she made since she took over the Communications Department.</p> | |
| 7 | <p>Adjournment</p> <ul style="list-style-type: none"> ● Meeting was adjourned at 2:50 p.m. | |

Respectfully submitted,

Kaz Kasal
Executive Board Coordinator