

Revenue Diversity Ad Hoc Committee Virtual Meeting

Thursday, November 12, 2020

Meeting Details**Meeting Agenda****Welcome****Roll Call****Public Comment****Approval of
Minutes****Information /
Discussion /
Action Items****Other Business****Adjournment****11/12/20 REVENUE DIVERSITY AD HOC COMMITTEE VIRTUAL MEETING DETAILS**

What: Revenue Diversity Ad Hoc Committee Virtual Meeting

When: Thursday, November 12, 2020
1:30 p.m. – 3:00 p.m.

Where: Zoom Meeting:

Link: <https://careersourcecf.zoom.us/j/91363249749?pwd=TisrNDJRbE1BTDFBeERVRHhKSnVudz0>

Dial In: 1 (929) 205-6099 / Meeting ID: 913 6324 9749

Passcode: 062675

11/12/20 REVENUE DIVERSITY AD HOC COMMITTEE VIRTUAL MEETING AGENDA

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Information / Discussion / Action Items

Other Business

Adjournment

Agenda Item	Topic	Presenter	Action Item
1.	Welcome	Eric Jackson	
2.	Roll Call / Establishment of Quorum	Kaz Kasal	
3.	Public Comment		
4.	Approval of Minutes	Eric Jackson	
	A. 8/12/20 Revenue Diversity Ad Hoc Committee Meeting		X
5.	Information / Discussion / Action Items	Committee Discussion	
	A. Year-To-Date Progress – Ticket To Work		
	B. Business Investment Plan Strategy		
	C. Career Passport	Richard Sweat	
6.	Other Business		
7.	Adjournment		

UPCOMING MEETINGS

Upcoming Meetings:

Consortium and Board Virtual Meeting	12/17/20	9:00 a.m. - 11:00 a.m.
Revenue Diversity Ad Hoc Committee Meeting	3/10/21	2:00 p.m. – 3:30 pm

- Meeting Details
- ▶ Meeting Agenda
- Welcome
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Information /
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Action Items

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WELCOME

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Meeting Agenda

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Minutes

Information /
Discussion /
Action Items

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Adjournment

ROLL CALL / ESTABLISHMENT OF QUORUM

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Meeting Agenda

Welcome

Roll Call

► **Public Comment**

Approval of
Minutes

Information /
Discussion /
Action Items

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PUBLIC COMMENT

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Minutes

Information /
Discussion /
Action Items

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APPROVAL OF MINUTES



DRAFT
Revenue Diversity Ad Hoc Committee Meeting

Wednesday, August 12, 2020
3:00 p.m.

MINUTES

MEMBERS PRESENT: Eric Jackson, Glen Casel, and John Gill

MEMBERS ABSENT: Mark Brewer and Richard Sweat

STAFF PRESENT: Leo Alvarez, Mimi Coenen, Lisa Burby, Cliff Marvin and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Mr. Jackson, Committee Chair, called meeting to order at 3:04 p.m.	
2	Roll Call / Establishment of Quorum Ms. Kasal, Executive Coordinator, reported a quorum present.	
3	Public Comment None offered.	
4	Action Item <u>Approval of Minutes</u> Reviewed draft minutes from 6/10/20 Revenue Diversity Ad Hoc Committee Meeting (attachment).	A motion was made by Mr. Casel and seconded by Mr. Gill to approve the minutes from the 6/10/20 meeting. Motion passed unanimously.
5	Information <u>FY 19-20 Year-End Results (attachment)</u> - Reviewed fiscal year 19-20 results (attachment) – which showed exceeding revenue goals in: new grant funding, public funding, and Ticket To Work, with only private funding under goal. Overall, above goal at 139%. <u>FY 20-21 Year-To-Date Results and New Targets</u> - Reviewed unrestricted and restricted revenue goals for FY 20-21 and FY18-19 & 19-20 comparisons (attachment), which showed significant growth except private funding remained steady (attachment). - Reviewed strategies per revenue bucket (attachment) <u>Committee concurred on following:</u> - More active focus on private funding - Keep regional municipalities and grant revenues separate (as is)	



	– CSCF provide Community Impact Reports – show ROI to further leverage for more funds – Expand summer youth to year-round – Business leaders in roundtable to discussion (Emerging Business Council) ○ to identify (listen) to their needs ○ address future climate ○ do this in small groups – maybe 5 per year ○ board members attend and/or get companies to attend these roundtable discussions – CSCF has a strong infrastructure - as we get proficient with revenue diversity, market and sell our expertise to other agencies Next Steps • Staff to provide a strategic plan with each of the 4 revenue buckets.	
6	Other Business Committee concurred to schedule next meeting for 11/4/20, 3:00 pm to 4:30 pm.	
7	Adjournment There being no other business, the meeting was adjourned at 3:52 p.m.	

Respectfully submitted,

Kaz Kasal
Executive Coordinator

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Information /
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Action Items

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INFORMATION / DISCUSSION / ACTION ITEMS

REVENUE DIVERSIFICATION

DIVERSIFY REVENUE STREAMS TO ADJUST FOR
VARIABLES IN FEDERAL FUNDING

GOAL

- Develop Plan to Increase Revenue by 3% Every Year Over Next 3 Years
- Generate Additional Diversified Revenue – 1/3 is Unrestricted

KEY PERFORMANCE METRICS

- ✓ Generate 10% of Annual Allocation Revenue (\$2.5M) by End of 2022 Fiscal Year
- ✓ Generate \$1.6M in Diversified Revenue

2020-2021 REVENUE DIVERSITY STRATEGY

\$1.6M

	Ticket to Work <i>Unrestricted</i>	Regional Municipalities <i>Restricted</i>	Grant Revenue <i>Restricted</i>	Business Investment <i>Restricted / Unrestricted</i>
Strategy	Continue expanding Social Security Ticket to Work Program with goal to increase revenue by 35% annually over next 5 years	Maximize municipal partnerships to continue delivering talent solutions	Leverage mutually beneficial key partnerships to obtain grant funds use in delivering talent solutions	Engage business leaders to recognize impact and commit to monetary support to aid in development of youth
Fiscal Year 2020-21 Targets	\$240,000	\$285,000	\$1,000,000	\$75,000

Year To Date Results Ticket to Work

SOCIAL SECURITY TICKET TO WORK

Revenue

PY 20-21 Revenue	
Category	Payment Amount
Revenue Goal	\$220,000.00
Cash in Bank	\$50,981.00
Receivables	\$61,911.00

Referral

PY20-21 Ticket Referrals		
Type of Referral	# of referrals	PY 20-21 Referral Goal
SSA		60
Vocational Rehabilitation		25
Family/Friend		10
CSCF Staff	9	25
Community Agency		20
CSCF Website	1	10
Total	10	150

SOCIAL SECURITY TICKET TO WORK

Pipeline

Ticket to Work Cases	
Category	Number of Cases
Open Cases	246
New Customer Goal	70
New Customer Actual	1

Obtained Employment				
Program Year	Customer Cases	Employed	Employment Goal	Actively Working & Will Generating Revenue
PY1920	38	18	45	7
PY2021	1		45	

SOCIAL SECURITY TICKET TO WORK

Four Key Strategies

1. Evaluate Competition

- Learn from Social Security Administration which Employment Network (EN) received most tickets
- Study past 2 years / understand current assignments since COVID
- Analyze regions EN's and define CSCF's value proposition to become client's first choice

2. Cleansing of Current Clients

- Determine who:
 - Has not worked
 - Worked enough hours to garner milestone payments
 - Been unwilling to work and determine case count for “un-assignments”

SOCIAL SECURITY TICKET TO WORK

Four Key Strategies

3. Proactively Recruit New Pipeline

- Build campaign to highlight CSCF as Employment Network
- Showcase availability for both virtual and in-person appointments
- Monitor SSA for upcoming Request for Proposal for vendor contract to become Community Work Incentives Coordinator site
 - 2 CSCF staff trained as CWICs, require SSA contract to provide income-generating service

4. Review Internal Process

- Ensure all are updated, automated and in alignment with Sterling standards

[RETURN TO AGENDA](#)



Emerging Business Council

Strategic Approach

Thought Leaders



Relationships



Referrals



Revenue



QUARTERLY CONVERSATIONS
JANUARY LAUNCH

RECOMMENDATION: INTENT OF COUNCIL

Workforce Reality vs. Data

- CSCF Hosts (virtual) Conversations with Local Business Leaders and SME's (HGI & Others) to Explore Current WF Data and Industry Issues
- Forum to Provide/Gain Feedback regarding Workforce Trends and Topics at the State and National Levels
- Ability to Secure and Include as Available National Leaders/Speakers to Share Information & Insights

Open Discussion:

- Recommendation to move forward?
- How Do we Engage Board?
- What are Local and National impacts or outcomes?
- What Structure is Best?
- Identify Business/Thought Leaders to Participate?

[RETURN TO AGENDA](#)

Career Passport

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Discussion /
Action Items

► Other Business

Adjournment

OTHER BUSINESS

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Welcome

Roll Call

Public Comment

Approval of
Minutes

Information /
Discussion /
Action Items

Other Business

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ADJOURNMENT

THANK YOU!

[RETURN TO AGENDA](#)

