



COMMUNITY ENGAGEMENT COMMITTEE

CareerSource Central Florida | 8/28/25
[CareerSourceCentralFlorida.com](https://www.CareerSourceCentralFlorida.com)

ACHIEVEMENT
BEGINS WITH A DREAM.



8/28/25 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: Thursday, August 28, 2025
3:00 p.m. – 4:30 p.m.

Where: CSCF Administration Office
390 N. Orange Ave., Suite 700 (7th Floor)
Orlando, FL 32801

or

Virtual Option via Zoom:

Link: <https://careersourcecf.zoom.us/j/81884904135?pwd=3SIJnNQu1b1ahZ620noOPGgZuneTOx.1>

Dial In: 1 (929) 205-6099 / Meeting ID: 818 8490 4135 / Passcode: 182823

8/28/25 COMMUNITY ENGAGEMENT COMMITTEE MEETING

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Agenda Item #”	Topic	Presenter	Action Item
1.	Welcome - New Chair: Linsey LeWinter - New Member Dennis Holste - Community Engagement Members	Lindsey LeWinter	
2.	Roll Call / Establishment of Quorum	Kaz Kasal	
3.	Public Comment	Lindsey LeWinter	
4.	Approval of Minutes A. 6/2/25 Community Engagement Committee Meeting	Lindsey LeWinter	X
5.	Information / Discussion / Action Items A. Charter – Annual Review B. Government Affairs - Update C. Website Refresh – Update D. Strategic Communications – Focus for PY 2025-2026 E. Customer Satisfaction and Business Survey F. Signature Event Update	Geo Morales Nilda Blanco Geo Morales Geo Morales BI Team Marcela DeFaria	X
6.	Other Business	Lindsey LeWinter	
7.	Adjournment	Lindsey LeWinter	



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WELCOME

COMMUNITY ENGAGEMENT COMMITTEE UPDATE



Community Engagement Committee Chair

Lindsey LeWinter
Executive Vice President, Human Resources
Fairwinds Credit Union

COMMUNITY ENGAGEMENT COMMITTEE UPDATE



New Committee Member

Dennis Holste
Economic Development Administrator
Orange County Government

COMMUNITY ENGAGEMENT COMMITTEE MEMBERSHIP PY 2025-2026

Community Engagement Committee Chair:

Lindsey LeWinter **(New Chair)**

Vice Chair:?

Committee Members:

Kristin Gray

Dennis Holste **(New)**

Steve “Snak” Nakagawa

Gaby Ortigoni

Amy Santorelli

Stella Siracuza

DeAnna Thomas

Eric Ushkowitz

Dan Ward

Wayne Weinberg

Kristin Williams



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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
Monday, June 2, 2025, 1:30 p.m.

MINUTES

MEMBERS PRESENT: David Sprinkle, Lindsey LeWinter, Gaby Ortigoni, Stella Siracuza, Dan Ward, Wayne Weinberg and Kristin Williams

MEMBERS ABSENT: Kristin Gray, ~~Snak~~ Nakagawa, Amy Santorelli, DeAnna Thomas and Eric Ushkowitz

STAFF PRESENT: Geo Morales, Nilda Blanco, Marcela DeFaria, Carla Sosa, Lisa Jacobsen, Vince Bruno and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome - Mr. Sprinkle, Committee Chair, called the meeting to order at 1:33 pm. - Mr. Sprinkle welcomed Mr. Geo Morales, CSCF's new Associate Vice President of Strategic Communications.	
2	Roll Call / Establishment of Quorum Ms. Kasal reported quorum present.	
3	Public Comment None offered.	
4	Approval of Minutes <u>Approval of Minutes</u> Reviewed minutes from 2/12/25 Meeting (attachment).	Mr. Weinberg made a motion to approve the minutes from the 2/12/25 Community Engagement Committee meeting. Mr. Ward seconded; motion passed unanimously.
5	Information/Discussion <u>Government Affairs Update</u> - Ms. Blanco, Sr. Vice President of Strategic Initiatives, provided an update on CSCF's government affairs (attachment), reviewing potential legislative impacts that could affect funding, shifts in training programs, and reduction in support. <u>Website Refresh - Update</u> - Reviewed key updates and timeline (attachments). - Survey feedback from stakeholders, including this Committee, as well as further refinement from focus groups have provided great input in the research and discovery phase. - Currently refining sitemap, which will also include integration of 4E Model - Launched the Donations page	



	- Staff will present on Homepage design to this Committee at a future meeting <u>Upcoming Priorities</u> • <u>Rollout of BOLD initiative</u> – staff will tap into Committee's feedback for strategies. • <u>Strategic communications focus for 2025-2026</u> – will seek Committee's support and ideas. <u>Inaugural Signature Event on 9/16/25</u> • Staff in planning stages for this upcoming "celebration" event <u>Committee feedback:</u> - Committee advised staff to keep "fundraising" open as a viable option for this event. This is also an opportunity for donors to <u>bring in</u> new people to this event. - CSCF is an important resource – need to remind donors / future donors on how "gainful employment" then positively impacts of other parts of an individual's life: such as better health and nutritious food, improved quality of life. -	
6	Other Business None offered.	
7	Adjournment • Meeting was adjourned at 2:20 p.m.	

Respectfully submitted,

Kaz Kasal
Executive Board Coordinator



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INFORMATION / DISCUSSION / ACTION ITEMS



COMMUNITY ENGAGEMENT COMMITTEE CHARTER

ANNUAL REVIEW

Community Engagement Committee Charter

**Purpose:**

The committee is charged with contributing their leadership and business experience to help CareerSource Central Florida (CSCF) achieve its vision of *inspiring people, transforming businesses, and elevating the Central Florida community* across the five-county region.

Goals:

Through strategic advisory meetings 4-6 times a year, committee members will contribute insights and review strategies to support CSCF in achieving the following goals:

1. Inspire residents and business leaders to engage in the many services CSCF offers to help improve their financial success and career growth.

Metric: Determine key qualitative and/or quantitative metrics that will assess conveying target messaging to audiences and drive business for the organization.

2. Create strong awareness and appreciation among critical civic and business stakeholders for the role CSCF serves to elevate the communities and economy of the five-county region.

Metric: Assess base level of stakeholder knowledge of the organization's programs and services through an initial community organization survey. Resulting feedback will then inform the development of an updated strategic community plan.

Responsibilities:

Provide guidance and counsel on community plans and outreach initiatives to ensure alignment with key industry, civic and economic development organizations.

Provide feedback on communications and marketing messaging that tells the CSCF story of services we offer and our role in creating a stronger, more prosperous local community for businesses and residents alike.

Serve as the "eyes and ears" of CSCF in the business community and provide insights that assist CSCF in ensuring that appropriate business needs are being addressed and messaging and programs are resonating with the community.

Review annual budget to ensure CSCF is serving as fiscally responsible stewards in all communications and community and stakeholder engagement programs.



Structure:

- The committee reports to the Board of Directors.
- The Board Chair appoints all committee members and designates the Committee Chair.
- The committee is comprised of both board and non-board community leaders and regional experts in marketing, public relations, government relations and/or communications.
- Members must be able to participate in 4-6 committee meetings per year. As feasible, we also request that members serve as CSCF executive ambassadors within their own professional circles to promote the organization's contributions and services in the community.
- The Committee Chair is responsible to report on the Committee activities at the full Board meeting.
- Please note that all committee meetings are open to the public and all minutes and agendas are accessible on the CareerSource Central Florida website.
- Relevant materials for each meeting will be emailed to members one week prior.
- Committee's staff liaison: [Associate](#) Vice President of Strategic Communications, [Geo Morales Emily Kruszewski](#). Contact information is cell [\(689\) 206-4258 \(407\) 868-3284](#); email gmorales@careersourcecf.com ekruszewski@careersourcecf.com



GOVERNMENT AFFAIRS UPDATE

WEBSITE REFRESH UPDATE



CSCF STORY TELLING STRATEGY

Community Engagement Committee | 08/28/25

[CareerSourceCentralFlorida.com](https://www.CareerSourceCentralFlorida.com)



PURPOSE

Storytelling that aligns to the value proposition and is flexible enough to evolve with the organization's goals and priorities.



OUR GOALS

- **Produce 8 multimedia success stories across 5 key service areas**
 - Increase media clips by 10% (431 total media clips in 24-25).
 - Boost average engagement rate to 10% (8.3% in 24-25).
 - Increase online reach by 15%.
 - Increase lead generation through website by 10%



AREAS OF FOCUS

Content for the storytelling strategy will be drawn from five key service areas

Young
Adult/Youth

Veterans

Level Up
Orange

STEM

Encore
(55+)



Q1 STORIES

Engaging, compelling and platform-appropriate content tailored to different audiences, channels, and goals.

Multimedia packages including video, written elements, photos, and audio.

✓ **Jayden Graham**

Summer Youth Program participant, completed STEM internship at NeoCity and will be attending MIT

✓ **Carol Blair**

Success story of disabled veteran who found a new career through the CSCF Ticket to Work program.



TACTICS

- #MyWhy Project
- Jayden Graham's Story
- Carol Blair's Story
- Orlando Sentinel Op-Ed
- Spectrum 13 In Focus segment
- The Source Refresh
- Events
 - Rise & Thrive
 - Valencia East Ribbon-Cutting

WORKFORCE DEVELOPMENT MONTH



NEW YOUTH VIDEOS

5 New Videos

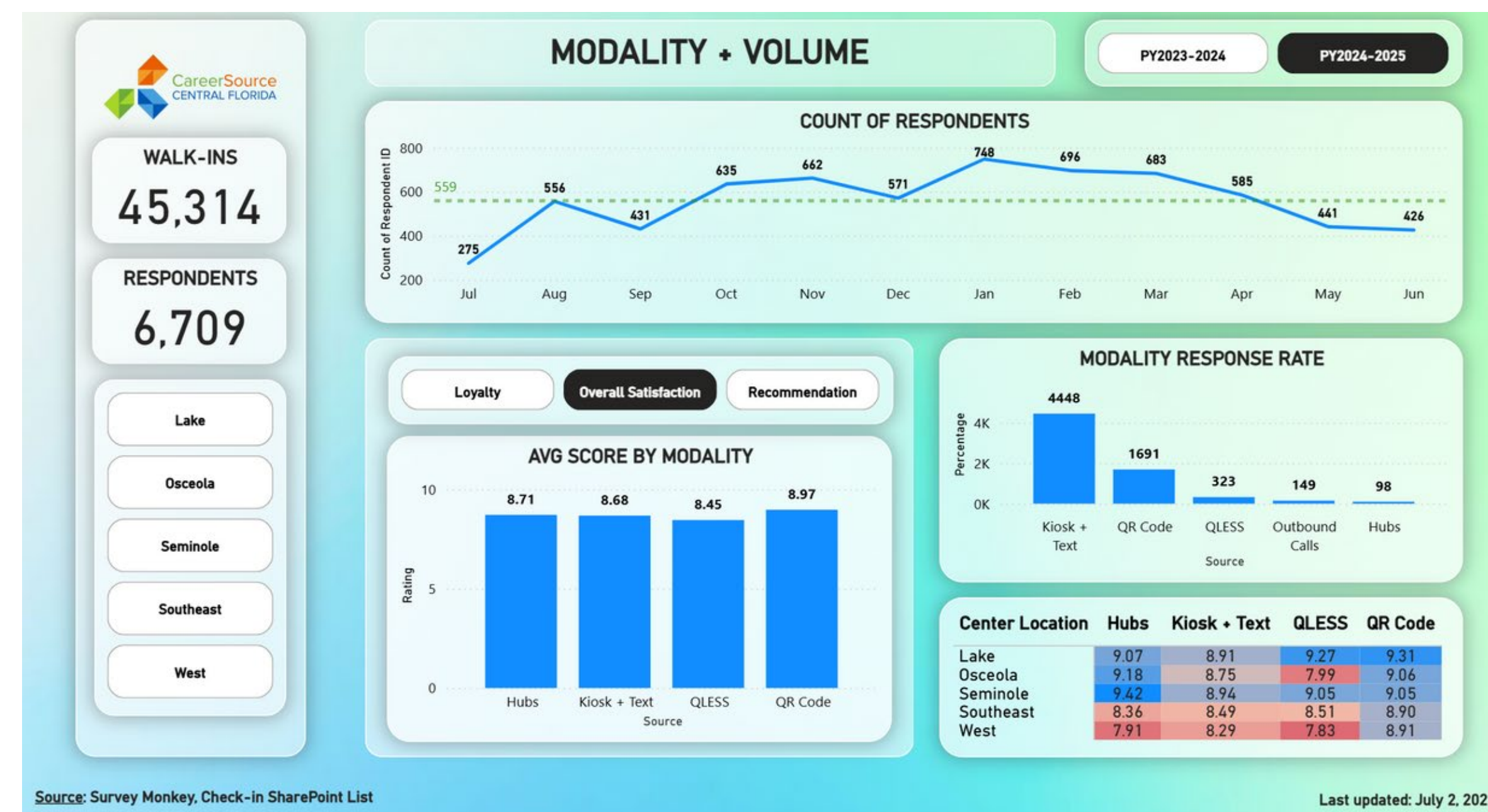
- 3 featuring student stories
- 1 featuring education partners
- 1 featuring Seminole County PSA

CUSTOMER SATISFACTION AND BUSINESS SATISFACTION SURVEYS

CUSTOMER SATISFACTION

CURRENT STATE

Established benchmark measuring career seeker satisfaction and now have the opportunity to expand, gather broader insights, and support human-centered service.



QUESTIONS

QUANTITATIVE: NUMBERS BASED

**OVERALL
SATISFACTION**

LOYALTY

RECOMMENDATION

QUALITATIVE: DESCRIPTIVE

EXPECTATIONS

INTERACTION

IMPROVEMENT

BUSINESS RELATIONSHIP SATISFACTION

On a scale of 1 to 10, with 10 being the highest, how would you rate your overall satisfaction with CareerSource Central Florida?

On a scale of 1 to 10, with 10 being the highest, If needed, would you come back to use CareerSource Central Florida services again?

On a scale of 1 to 10, with 10 being the highest, how likely are you to recommend CareerSource Central Florida to a friend, colleague, or other business?

What services did you receive?

Are there any successes or improvements you would like to share?

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SIGNATURE EVENT UPDATE

RISE & THRIVE

CELEBRATING WORKFORCE SUCCESS



Inaugural SIGNATURE EVENT

September 16, 2025 | 8:00am

Winter Park Events Center

Purpose: to celebrate the partnerships, programs, and people driving career growth and opportunity in Central Florida.

Highlights: awards, success stories, keynote.

Event Flow: networking and mocktails, seated breakfast and program.



RISE & THRIVE

CELEBRATING WORKFORCE SUCCESS



SPEAKERS



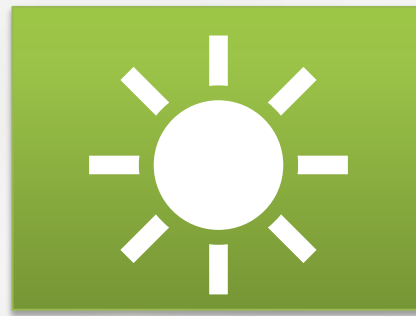
Emcee: Nancy Alvarez, Wesh2 News



Keynote: Brad Turner Little, NAWB

CareerSource Central Florida

AWARDS



The Spirit of Career Source Award

CSCF staff who demonstrated CSCF excellence.



Career Seeker of the Year

Adult career seeker who made great career progress.



Business Workforce Champions

Partners who made an impact in workforce development.



Aspire Award

A youth who excelled at exploring career pathways.



Excellence in Strategic Partnership

Collaborative and innovative partners.



Employer of the Year

A partner business committed to our mission by investing in, hiring through, and actively participating in our programs.



Community Impact Award

Community partner and advocate who made a lasting difference.



CELEBRATING WORKFORCE SUCCESS



GENERAL UPDATES

- One table sponsorship remains (reserved)
- General event sponsorship still available
- Event almost at capacity
- Mocktails and raffle gift basket provided by TGP
- QR codes will be available for day-of giving



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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

Phone: 800.757.4598

Website: www.CareerSourceCentralFlorida.com

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