

A hand with red-painted nails holds a white sign with a purple border. The sign is placed over a large, light brown arrow pointing downwards. The sign contains the text "we listen to our customers".

we listen to
our customers

COMMUNITY ENGAGEMENT COMMITTEE

CareerSource Central Florida | 11/21/24
CareerSourceCentralFlorida.com

11/21/24 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, November 21, 2024
3:00 p.m. – 4:30 p.m.

Where: Virtual Option via Zoom:

Link: <https://careersourcecf.zoom.us/j/89641349812?pwd=7zKwFyCX2RsifSB7a1dBnxYN5ju0Yh.1>

Dial In: 1 (929) 205-6099 / Meeting ID: 896 4134 9812 / Passcode:594387

11/21/24 COMMUNITY ENGAGEMENT COMMITTEE MEETING

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	David Sprinkle		
	2.	Roll Call / Establishment of Quorum	Kaz Kasal		
	3.	Public Comment	David Sprinkle		
	4.	Approval of Minutes A. 8/29/24 Community Engagement Committee Meeting	David Sprinkle	X	
	5.	Information / Discussion / Action Items A. Government Affairs Update B. CSCF Website Strategic C. CSCF Voice: United Messaging	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, August 29, 2024, 3:00 pm

MINUTES

MEMBERS PRESENT: David Sprinkle, Lindsey LeWinter, Gaby Ortigoni, Amy Santorelli, DeAnna Thomas, Eric Ushkowitz, Dan Ward, Wayne Weinberg and Kristan Williams

MEMBERS ABSENT: Gui Cunha, Kristin Gray, Snak Nakagawa and Stella Siracuza

STAFF PRESENT: Emily Kruszewski, Tadar Muhammad, Nilda Blanco, Gina Ronokarijo, Crystal Lee, Vince Bruno and Kaz Kasal

GUEST PRESENT: Ivan Gonzalez / Orlando Economic Partnership

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Mr. Sprinkle, Committee Chair, called the meeting to order at 2:31 pm.	
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 5/2/24 Meeting (attachment).	Mr. Weinberg made a motion to approve the minutes from the 5/2/24 Community Engagement Committee meeting. Ms. Santorelli seconded; motion passed unanimously.
5	Information/Discussion <u>Introductions / What is Your Superpower</u> Each Committee Member relayed their personal superpower: - Mr. Sprinkle: listening and simply sorting through the chaos to get to the heard of the matter. - Ms. Ortigoni: connecting people, especially within the Hispanic community and creating memorable experiences and events. - Mr. Weinberg: keeping his word, being challenged, raising money and building relationships. - Ms. Santorelli: pulling the right people in place to solve problems. - Mr. Ushkowitz: getting through the issues calmly and keeping others calm. - Ms. Thomas: good communicator; moving forward in the mission with clear and direct communication <u>Charter – Annual Review</u> - Reviewed Charter (attachment) and concurred no changes needed at this time.	



	<u>PY 2023-2024 Year-End Recap</u> - Reviewed results for PY 23-24 on public relations, media activities, marketing outreach, social media, brand boosting and internal communications. Also reviewed the three areas of future focus: 1) growing brand awareness, 2) igniting employee engagement with the BOLD culture and 3) advancing a purpose-driven Communications team (attachment). <u>NSF (National Science Foundation) Update</u> - Ms. Blanco, Senior VP of Strategic Initiatives, provided an overview of NSF's award to Central Florida to grow the semiconductor industry and the ensuing robust partnerships that have formed between economic development, local government, training providers and CSCF. CSCF's role as convener and collaborator of the workforce development piece will help to build a skilled workforce as part of the next-generation semiconductor technology innovation ecosystem. - Ms. Kruszewski, VP of Strategic Communications, explained how CSCF's communications strategy will begin to layer in NSF updates via various communication channels, and gradually build in more communication over the next several months to include strong story telling. <u>Website Refresh Timeline Overview</u> - Appleton has been contracted to provide the website refresh. In this preliminary stage, the Committee discussed the importance of defining the website's purposes and objectives. - Homework: Audit Survey: the Committee will receive a survey in the coming weeks for their input and perspectives on the strategic development of the website <u>Success Story Naming</u> - Committee concurred content is what matters most vs. name, but offered "feature" and "champion" as suggestions. <u>Youth Perception</u> Discussed communication strategies with the youth population and how to keep messaging simple as well as easy to understand and remember. Also, that the communication should be accessible to all youth in the community (storytelling, qualitative data, etc.)	<i>Staff to send survey to Committee for their input in the strategic planning of the CSCF website.</i>
6	Other Business None offered.	
7	Adjournment Meeting was adjourned at 4:06 p.m.	

Respectfully submitted,
Kaz Kasal, Executive Board Coordinator



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INFORMATION / DISCUSSION / ACTION ITEMS

GOVERNMENT AFFAIRS UPDATE



[RETURN TO AGENDA](#)



CSCF WEBSITE

REFRESH AT A GLANCE

VISION HIGHLIGHTS

- Is a **consistent** and **trusted** source
- Is **innovative** with **user-friendly** capabilities
- Stands out with **positive brand recognition**
- Positions CSCF as a **go-to leader** in workforce
- Provides **solutions** and is always there for its customers
- Has **feeling** and **impact** through its storytelling
- **Personal** and **connects** to its audiences
- Is **reliable, loyal** and **focused** on customers
- Provides a **quality** and **valued experience**

CORE AUDIENCE

- Career seekers
- Businesses
- Board Members
- Partners & Stakeholders
- Youth & Parents
- Staff & Potential New Staff
- Public (Government, partner workforce boards, etc.)

WEBSITE VISION HIGHLIGHTS

Create a BOLD, trusted and inspiring website for CSCF where every customer can reach their fullest potential through exploration and engagement.

THE PHASED APPROACH PLAN

Building Blocks

short term
4 to 5 months

Immediate Updates
Plan Development
Research & Auditing
Discovery
Site Mapping
Clean-Up & Sorting
Creating of Pilot Pages (Development)
Ongoing Maintenance
Process & Support Implementation
Cross Department Collaboration

Ideation

long term
7 to 8 months

Creation Framework
Messaging
Design & Branding
Landing & Internal Page Structure
Programing (coding)
Testing

Longevity

sustaining
1 to 2 months then ongoing

Creation of longevity process and planning
New Site Approvals
New Site Training
Launch
Ongoing Maintenance & Updating
-Agency Support
-Internal Position
-It/Ops Collaboration

TIMELINE

**Research, Discovery.
Asset Audit**
(12-14 Weeks)



**Design:
Homepage**
(4-6 Weeks)



Programming
(12-14 Weeks)



**Final Review +
Approval Stage**
(2-3 Weeks)



Launch
(1 Week)



Sitemap
(3-4 Weeks)



**Design:
Key Interior Page
Templates**
(4-6 Weeks)



**Responsive
Design Testing**
(2-3 Weeks)



Training
(1 Week)



Sustain
(Ongoing)



Total Project Length: 9 Months to 1 Year

WEBSITE HOMEWORK



CSCF VOICE: UNITED MESSAGING



Our CSCF Voice: Unified & Impactful Messaging

Purpose: As we set our focus on Value Prop, customer experience and our BOLD 2.0 future, we are moving to establish an official CSCF Voice – Unified and Impactful Messaging for our organization.

Goals:

- oTo align our organization across all divisions to better communicate
- oCreate messaging to roll out to the full organization strategically
- oMessaging alignment leads to stronger and powerful storytelling

Next Steps: We will be hosting a messaging brainstorm with Curium and Communications will be drafting and finalizing these across the organization.

We are inviting you to be part of this meeting!



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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

[RETURN TO AGENDA](#)