CareerSource
CENTRAL FLORIDA



COMMUNITY ENGAGEMENT COMMITTEE

CareerSource Central Florida | 11/10/26

CareerSourceCentralFlorida.com

11/10/26 COMMUNITY ENGAGEMENT COMMITTEE MEETING DETAILS

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: Tuesday, November 10, 2026
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/86076747254?pwd=mwecrGcsoYPaCgGXeRkxZyiP2lxrti.1

Dial In: (305) 224-1968 / Meeting ID: 860 7674 7254 / Passcode: 025278

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Approval of Minutes

Information/ Discussion/ Action Items

Other Business

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Agenda Item #"	Topic	Presenter	Action Item
1.	Welcome	Lindsey LeWinter	
2.	Roll Call / Establishment of Quorum	Kaz Kasal	
3.	Public Comment	Lindsey LeWinter	
4.	Approval of Minutes A. 8/25/26 Community Engagement Committee Meeting	Lindsey LeWinter	X
5.	Information / Discussion A. Boardable Demo B. 30th Anniversary Campaign Update C. Board Engagement Tools Presentation	Melanie Markes Geo Morales Mark Freid, Think Integrated	
6.	Other Business	Lindsey LeWinter	
7.	Adjournment	Lindsey LeWinter	

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Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Information/
Discussion/
Action Items

Other Business

Adjournment

WELCOME

CareerSource CENTRAL FLORIDA

Meeting Details
Meeting Agenda
Welcome
Roll Call
Public Comment
Approval of Minutes
Information/ Discussion/ Action Items
Other Business
Adjournment

ROLL CALL / ESTABLISHMENT OF QUORUM

COMMUNITY ENGAGEMENT COMMITTEE UPDATE



Community Engagement Committee

Sachely Rosado
Executive Director, Organizational Effectiveness & Culture, Human Resources
AdventHealth

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Meeting Details
Meeting Agenda
Welcome
Roll Call
Public Comment
Approval of Minutes
Information/ Discussion/ Action Items
Other Business
Adjournment

PUBLIC COMMENT

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Meeting Details
Meeting Agenda
Welcome
Roll Call
Public Comment
Approval of Minutes
Information/
Discussion/
Action Items
Other Business
Adjournment

APPROVAL OF MINUTES

CareerSource CENTRAL FLORIDA

DRAFT
Community Engagement Committee Meeting
Thursday, August 25, 2026, 10:00 a.m.

MINUTES

MEMBERS PRESENT: Lindsey LeWinter, Gaby Ortigoni, Indera Rampal-Harrod, Stella Siracuza, DeAnna Thomas, Dan Ward, Wayne Weinberg and Kristin Williams

MEMBERS ABSENT: Dennis Holste

STAFF PRESENT: Geo Morales, Crystal Lee, Vince Bruno and Kaz Kasal

GUEST PRESENT: Sachely Rosado

Agenda Item	Topic	**Action Item** / *Follow Up Item*
1	**Welcome** • Ms. LeWinter, new Community Engagement Committee Chair, called the meeting to order at 10:05 a.m. • The Committee welcomed new committee member Ms. Indera Rampal-Harrod, Vice President, Talent & Culture, Universal Orlando Resort	
2	**Roll Call / Establishment of Quorum** • Ms. Kasal reported quorum present.	
3	**Public Comment** • None offered.	
4	**Approval of Minutes** Approval of Minutes • Reviewed minutes from 5/7/26 Meeting (attachment).	**Mr. Ward made a motion to approve the minutes from the 5/7/26 Community Engagement Committee meeting. Ms. Ortigoni seconded; motion passed unanimously.**
5	**Information/Discussion** Website Refresh Update • Mr. Doug Stewart, VP of Strategic Marketing, Partner at Appleton Creative, (the vendor that is rebuilding the CSCF website), provided an overview of the Program Phase of CSCF's website refresh. The overall design and colors scheme is focused on cohesion and cultivating a seamless experience for website users. • Appleton to complete QA process and share final side for internal team and committee test drive access prior to 9/17/26. • Staff to present new website at the September board meeting.	

	Committee feedback: – Continuity of the site is good – Be sure to keep content current and recent, particularly for AI search optimization. – Regularly refresh the blog. <u>Charter – Annual Review</u> • Reviewed charter (attachment). Mr. Morales stated the two goals need further defining. Committee discussed the overall desired outcomes around engagement and impact that should be in the goals and help to move the needle forward. Committee concurred to leave current charter as is, and 2) have Mr. Morales refine the metrics based on today's discussion and feedback. Proposed metrics to be presented for Committee's review and approval at next meeting, and then to Board for final approval. Committee feedback: – Utilize events calendar on new website to track attendance and conversion – Distinguish between actions (site visits, clicks event attendance) and outcomes (employment placements, awareness growth) – both valuable but serve different purposes. – Awareness and trust are measured through survey, while engagement and participation are trackable through hard data. – Ask customers how they heard about the organization at intake/on survey — this data could be used to identify which channels are driving traffic and which are underperforming. – Determine whether metrics in the charter should be category-based (engagement metrics) or specific targets (increase awareness to X%). – Compile and present existing metrics (social engagement, survey data, "how did you hear about us" as baseline for charter metric discussion. <u>30th Anniversary Planning - Update</u> • Reviewed timeline and key milestones of the 30th Anniversary 12-month campaign, which launched on 8/21/26 (attachment). • Reviewed two "Mission Moment" videos, as well as Success Stories that will be released in October and then continue throughout 12-month campaign. Staff will encourage this Committee and Board Members to reshare.	
6	**Other Business** None offered.	
7	**Adjournment** • Meeting was adjourned at 11:08 a.m.	

Respectfully submitted,

Kaz Kasal
Executive Board Coordinator

RETURN TO AGENDA

CareerSource CENTRAL FLORIDA

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Information/ Discussion/ Action Items

Other Business

Adjournment

INFORMATION / DISCUSSION / ACTION ITEMS

CareerSource CENTRAL FLORIDA

BOARDABLE DEMO

RETURN TO AGENDA

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30TH ANNIVERSARY CAMPAIGN UPDATE

30th ANNIVERSARY CAMPAIGN UPDATE

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30TH ANNIVERSARY









30th ANNIVERSARY CAMPAIGN UPDATE

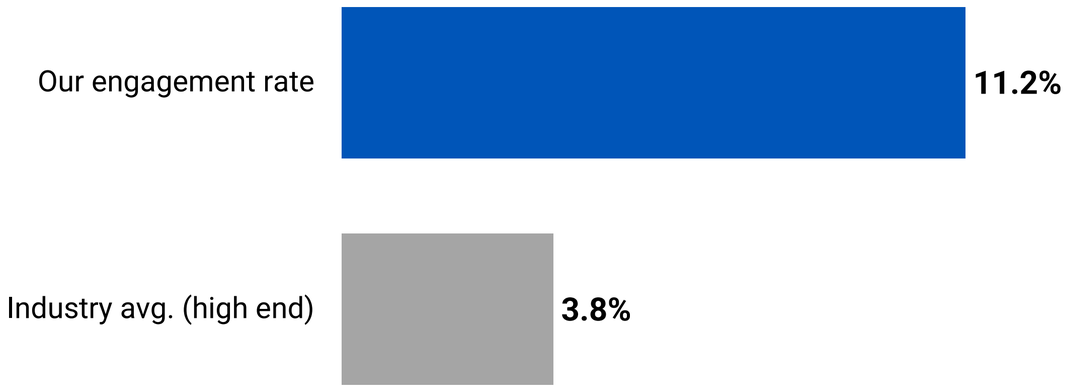


30th ANNIVERSARY CAMPAIGN UPDATE

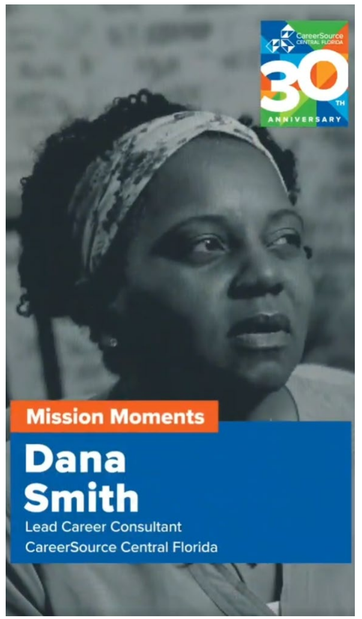
Social Engagement Metrics

28.9K	30.6K	3.6K
Video Views	Engagement	Reach

Average engagement rate: 11.2%
nearly 3x the industry average of 3–3.8% for paid boosted posts









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BOARD ENGAGEMENT

MARK FREID, THINK INTEGRATED

CareerSource CENTRAL FLORIDA

THINK INTEGRATED
1011 East Colonial Drive, Suite 407
Orlando, Florida 32803
407 • 896 • 5757

CAREERSOURCE BOARD MEMBER ENGAGEMENT TOOLKIT

GOALS:

1. Help board members understand and confidently communicate the CareerSource story
2. Equip them to become active ambassadors who can open doors and create valuable connections.

We look forward to sharing this proposed toolkit with the Community Engagement Committee and gathering your ideas, particularly around how we can equip board members to become more effective ambassadors for CareerSource.

1. Board Member Onboarding Guide - A concise, well-designed piece for both current and incoming board members.

Purpose: To give board members a clear understanding of CareerSource, its impact, and the role they can play in advancing its mission.

Proposed content:

1. The CareerSource Story
   - Who we are, our history, and our mission
   - What we do and whom we serve
   - How we talk about CareerSource — a simple, clear, consistent narrative
   - Why our work matters to the region's economic vitality

2. Success Stories: Our Impact in Action
   - Job seekers: How we've helped individuals find meaningful employment
   - Employers: How we've helped businesses find, develop, and retain talent
   - Community: How our work strengthens the regional economy

3. Our Partners and Funding
   - Who we work with, including employers, educational institutions, and community partners
   - How CareerSource is funded
   - Our role within the broader workforce development ecosystem

4. Workforce Development Glossary
   - A straightforward reference guide to commonly used terms, programs, acronyms, and industry language

5. Your Role as a CareerSource Ambassador
   - How to communicate our story
   - Who we'd like you to introduce us to
   - Opportunities to advocate for CareerSource in professional and community settings
   - Specific actions board members can take to support our mission

THINK INTEGRATED
1011 East Colonial Drive, Suite 407
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FOR COMMITTEE DISCUSSION: OUR ROLE AS CAREERSOURCE AMBASSADORS

One of our goals is to make it easier for board members to actively advocate for CareerSource, build relationships, and create valuable connections in the community.

1. **Who do we want to reach?** What types of businesses, organizations, or community leaders would we like board members to introduce to CareerSource?
2. **What would we like board members to do?** What specific, realistic actions could board members take to help raise awareness, build relationships, and expand our impact?
3. **What would make it easier?** What tools, information, or support would help board members feel confident serving as ambassadors?

Our goal is to identify a few practical ways board members can help advance CareerSource's mission and incorporate those ideas into the toolkit

2. Board Member Connection Card - A small, business-card-sized piece that board members can easily carry and share.

Purpose: To make it easy for board members to introduce CareerSource to potential partners, employers, community leaders, and other valuable contacts.

Proposed content:

- A compelling, concise statement of CareerSource's value to businesses and the community
- Two or three examples of how CareerSource can help
- A QR code linking to a website or landing page where interested contacts can learn more and connect with the appropriate CareerSource representative
- CareerSource contact information

3. New Board Member Welcome Video - A short (2-3 minutes), engaging video introducing new board members to CareerSource and the importance of their involvement.

Purpose: to create a personal, welcoming introduction that reinforces the organization's mission and makes new board members feel connected to its work.

Proposed content:

- A welcome from CareerSource board and staff leadership
- A brief introduction to the organization's mission and impact
- A look at the people and businesses CareerSource serves
- What it means to be a CareerSource board member
- An invitation to become an engaged ambassador for the organization

RETURN TO AGENDA

CareerSource CENTRAL FLORIDA

Meeting Details
Meeting Agenda
Welcome
Roll Call
Public Comment
Approval of Minutes
Information/ Discussion/ Action Items
Other Business
Adjournment

OTHER BUSINESS

CareerSource CENTRAL FLORIDA

UPCOMING COMMUNITY ENGAGEMENT COMMITTEE MEETING:

- **January 21, 2027 (Thu): 3:00 p.m. to 4:30 p.m.**

CareerSource CENTRAL FLORIDA

Meeting Details

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Information/
Discussion/
Action Items

Other Business

Adjournment

ADJOURNMENT





CONNECT WITH US

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

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THANK YOU

Phone: 800.757.4598
Website: www.CareerSourceCentralFlorida.com

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