



COMMUNITY ENGAGEMENT COMMITTEE MEETING

CareerSource Central Florida | 5/2/24

5/2/24 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 Virtual Meeting

When: Thursday, May 2, 2024
3:00 p.m. – 4:30 p.m.

Where: Virtual Only via Zoom

Link: <https://careersourcecf.zoom.us/j/89542181837?pwd=Ar4SPODaKzeVXXVISNWvnuGPgzNejj.1>

Dial In: 1 (929) 205-6099 / Meeting ID: 895 4218 1837 / Passcode: 427909

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Agenda Item #	Topic	Presenter	Action Item
1.	Welcome	David Sprinkle	
2.	Roll Call / Establishment of Quorum	Kaz Kasal	
3.	Public Comment		
4.	Introduction to New Attendees		
5.	Approval of Minutes 4/2/24 Community Engagement Committee Meeting	David Sprinkle	
6.	Information / Discussion / Action Items A. Update on Government Affairs discussion B. Community perception - future changes C. Website update timeline	Committee Review/Discussion	
7.	Other Business		
8.	Adjournment		



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WELCOME



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ROLL CALL



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PUBLIC COMMENT



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APPROVAL OF MINUTES



**Community Engagement Committee Meeting
Tuesday, April 2, 2024, 2:30 pm**

MINUTES

MEMBERS PRESENT: David Sprinkle, Lindsey LeWinter, Stella Siracusa and Wayne Weinberg

MEMBERS ABSENT: Gui Cunha, Amy Santorelli and DeAnna Thomas

STAFF PRESENT: Emily Kruszewski, Tadar Muhammad, Dyana Burke, Crystal Lee, Melanie Markes, Sean Masherella, and Kaz Kasal

GUEST PRESENT: Dan Ward / Curley & Pynn

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome <ul style="list-style-type: none"> • Mr. Sprinkle, Committee Chair, called the meeting to order at 2:33 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 10/27/24 Meeting (attachment). 	Mr. Weinberg made a motion to approve the minutes from the 10/27/24 Community Engagement Committee meeting. Ms. LeWinter seconded; motion passed unanimously.
5	Information/Discussion <u>Social Media Performance Recap</u> <ul style="list-style-type: none"> • Reviewed key social media outcomes through 3rd quarter (7/1/23 through 3/31/24), with increased engagement rates on all channels vs. last program year. (attachment) <ul style="list-style-type: none"> o <u>Snapshot of Website Updates and Refresh Plan</u> <ul style="list-style-type: none"> - Reviewed areas on CSCF website that have been updated and refreshed - Reviewed timeline on further website refresh activities <p>Mr. Ward suggested repackaging podcast content for re-use; this would help drive social.</p> <u>Public Affairs / Strategy Discussion</u> <ul style="list-style-type: none"> • Discussed enhanced ways CSCF can connect, collaborate and generate opportunities with municipalities and government entities across the region. <u>Committee input:</u> <ul style="list-style-type: none"> - Best to do this as a dedicated role vs. agency, so there is 100% priority focus - Person in this role should have: <ul style="list-style-type: none"> o Have diverse experience in not only workforce development, but 	



	<p>other types of organizations and private sector.</p> <ul style="list-style-type: none"> o Willing to roll up their sleeves o Be an educator (to help key staff to develop their relationship building skills when making connections) o Already established relationships <ul style="list-style-type: none"> - Have key staff in each center that have relationships within government entities take on a more active role and work with the dedicated person to increase synergy. These staff can also engage "with a purpose" in community events/support government activities. - Focus should be making connections and be in listening (vs. telling) mode so can determine needs - Avoidance of problems (vs. causing them) - Measuring impact: it is more about connections than output (it is not a sale) - Have external partners help to make connections - Focus on spheres of influence - groups of decision makers and who they are involved with - Use CRM technology to track the conversations and outcomes, so it is in a central place. - Get buy-in from executive leadership and staff; the whole organization should be equipped to communicate to community about CSCF and its services. This is an education piece, as message should be consistently correct. <p><u>Next Meeting Location Discussion</u></p> <ul style="list-style-type: none"> • Next meeting scheduled for May 2, 2024. 	
6	<p>Other Business None offered.</p>	
7	<p>Adjournment</p> <ul style="list-style-type: none"> • Meeting was adjourned at 3:19 p.m. 	

Respectfully submitted,

Kaz Kasal
Executive Board Coordinator



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INFORMATION/ DISCUSSION/ ACTION ITEMS

PUBLIC AFFAIRS UPDATE

The Purpose

To help CSCF connect, collaborate and generate opportunities with government entities/municipalities, etc. across the region.

Current Solutions & Status

- CSCF continues to review the role and opportunity based on feedback shared
- CSCF is assessing PY 24-25 resources and needs
- CSCF Executive position structure to help support government relations now



2025

CSCF PERCEPTION - FUTURE CHANGES

COMMUNITY PERCEPTION

The Situation

Next year, CSCF will see about a 20% decrease in funding. In order to be good stewards of our funds, CSCF will need to adjust the organization to the resources that are coming in.

Potential Changes

- Identifying efficiencies across the company
- Increases in benefits for staff
- Re-thinking hybrid work schedules
- Other

CEC Discussion Topics

- Best practices in navigating
- Avoiding risks and potential media and community perceptions
- Managing staff morale
- Managing external perception, etc.



WEBSITE REFRESH

4
Quarter
PY 23-24

Phase 0 – Update content and visuals and monthly and quarterly audits and health checks.

Phase 1 - User experience research with heat mapping analysis.

1
Quarter
PY 24-25

Phase 2 - Vision development and strategic planning and development and timeline creation.

2
Quarter
PY 24-25

Phase 3 - Begin website activation and process.



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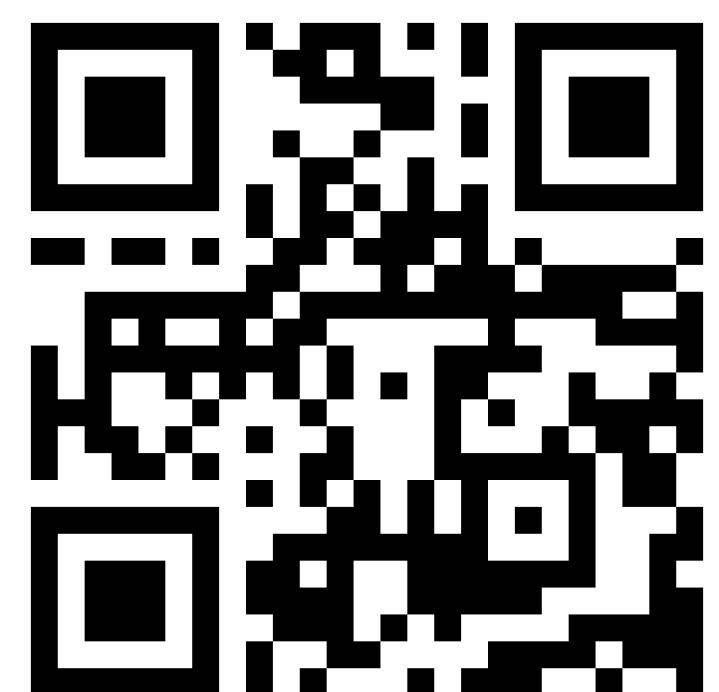
Other Business

Adjournment

ADJOURNMENT



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