



Community Involvement Committee Meeting

Wednesday, April 26, 2017 - 4:00pm
Boardroom
(Teleconference 321-394-0707)

Attendees Terry Schrupf (Chair), Kristin Bakke, Debra Greco, Traci Klinkbeil, Catherine Mallozzi, Rose Thron, Venetta Valdengo.

Agenda

To facilitate and be the catalyst for workforce development services that are responsive to the employment needs of Brevard County

<i>Call to Order:</i>	<i>Terry Schrupf</i>	<u><i>Page No.</i></u>
<i>Introductions</i>		
<i>Public Comment</i>		
<i>Presentation of Talent Attraction Campaign</i>	<i>Marci Murphy</i>	
<i>Action Items:</i>		
▪ Approval of Minutes from 1/25/2017	<i>Terry Schrupf</i>	1 – 3
<i>Discussion Items:</i>		
Goal 1 Status Update		4 - 11
• Measure 2A: Website and social media performance	<i>Denise Biondi</i>	12
• Measure 2C: Alumni Outreach Pilot program	<i>Denise Biondi</i>	13
<i>Attendance Roster</i>		14
<i>Adjourn</i>		

Meeting information is always available @ careersourcebrevard.com

For questions please call 321-394-0507 TTY: 711-321-394-0507

Upcoming Meetings:

April 2017

6th Business Workforce Committee-8:30am-CSB Boardroom

26th Community Involvement Committee-4:00pm-CSB Boardroom

May 2017

2nd Executive Committee-4:00pm-CSB Boardroom

10th Workforce Operations Committee-8:30am-CSB Boardroom

23rd Board Meeting-8:00am-CSB Boardroom

June 2017

8th E³ Committee-8:30am-CSB Boardroom

CareerSource Brevard
Community Involvement Committee
January 25, 2017

Minutes

Members in Attendance: Rose Thron (Acting Chair) and Kristin Bakke

Members Absent: Terry Schrupf, Debra Greco, Traci Klinkbeil, Kevin Smith, Venetta Valdengo

Staff in Attendance: Marci Murphy, Judy Blanchard, Don Lusk, Denise Biondi, Stephanie Mosedale, Marina Stone

Guests in Attendance: Caroline Joseph-Paul of CareerSource Brevard (CSB) Career Centers and Stephanie Bacon of Florida Institute of Technology, Director of Alumni Affairs

Call to Order: Rose Thron, called the meeting to order at 4:03pm in the CareerSource Brevard (CSB) Boardroom.

Public Comment: There was no public comment.

Action Items:

Approval of Community Involvement Committee Minutes

Motion to approve the minutes from the November 2, 2016 Community Involvement Committee meeting was made by Kristin Bakke and seconded by Rose Thron. The motion passed unanimously.

Information Items:

Committee Goal 1 Update

Staff reviewed the activities and updated the Committee on Goal 1 – ‘Convene the community and conduct community awareness campaigns regarding workforce issues’.

Stephanie Bacon joined the meeting.

Measure 2C: Alumni Outreach Pilot Program

CIC committee members requested ways to participate in CSB’s outreach efforts that support talent attraction and recruitment in Brevard County, with the goal of achieving measurable impact by establishing relationships with college alumni personnel who can help attract and facilitate employment of engineers between the ages of 28-35 with 5-8 years of work experience, into the Brevard County Workforce. The Committee selected the Alumni Outreach Pilot Program. Strategies were shared. Discussion ensued.

Presentations:

Stephanie Bacon shared ways the committee members can successfully communicate with their assigned alumni personnel to be successful. Alumni staffs' goal is engagement with the university. Make it easy for the alumni association and how you are connected to the university, using an alumni's name. Ideally, calls should be made in the late morning. Share with the career services advisory department at the university who may be able to query their database and send an email to the alumni who meet the specified criteria. Provide a post and a graphic to the alumni association so that it could easily be posted to their social media pages. Use subject driven emails. Perhaps sharing that this information is being shared with the local EDC. If you have an alumni, they can share/boost on their social networks as well. Bring to the call, flavor of the types of jobs, sunshine/climate and large employers. Sharing the good news.

Measure 2A: Website and Social Media Performance

A graphic was presented showing a snapshot of the website and social media data collected. Multi-media outreach support continues to help engage Brevard's businesses and career seekers like. With Brevard's Unemployment Rate at 5.2%, overall user traffic is expected to decline.

Measure 2A: New CSB Website

The current CSB website has only received content and branding updates over the past 10 years; it has never been fully redesigned. CSB is currently in the process of revamping the website. Staff has approved the new website structure and has begun the process of auditing existing content. The new site will paint a robust picture of Brevard's employment which aids CSB's talent attraction effort. New and improved features and the timeline were shared.

Measure 2C: Healthcare Sector Strategy

The Inaugural Brevard Healthcare Workforce Consortium was hosted by CareerSource Brevard on December 14, 2016. Thirty-seven healthcare organizations, educational partners, workforce and community stakeholder organizations were represented by 86 attendees to identify critical workforce needs and mechanisms to meet these needs. Included in the attendees were representatives from Florida Healthcare Workforce, CareerSource Central Florida and CareerSource Flagler/Volusia to identify replicable practices for local, regional and State initiatives. Outcomes from this event included the identification of five critical needs and the formation of subcommittees to develop measurable goals and outcomes with strategies to meet objectives.

Measure 4A: EFSC Industry Advisory Council

The existing contract CareerSource Brevard (CSB) has with Eastern Florida State College (EFSC) is to provide a broad range of specialized services including the development and facilitation of industry advisory councils was renewed for a 4th year beginning August, 2016. The purpose of the councils is to advise college administrators with respect to the development and maintenance of quality career and technical education programs which produce graduates who are prepared to enter the workforce.

CSB services concentrate on facilitating 5 major councils: Manufacturing & Engineering Technology; Computer Science & Information Technology; Business Administration & Office Technology; Healthcare & Life Sciences; and Logistics, Transportation & Maritime. Highlights and results of these councils were shared.

There being no other business Rose Thron adjourned the meeting at 5:05pm.

Submitted by,

Reviewed by,

{signature on file}
Marina Stone

3/31/17
Date

{signature on file}
Rose Thron, Acting Chair

3/31/17
Date

GOAL 1 MEASURES & ACTIVITIES

Goal 1 - Convene the community and conduct <i>community awareness</i> regarding workforce issues			
<p>Strategies:</p> <ol style="list-style-type: none"> 1. Increase awareness of and use of CareerSource Brevard business services 2. Increase awareness of Workforce issues and services for the purpose of garnering workforce champions and being recognized as a model at local, state and federal levels 3. Convene multi-region planning initiatives with other workforce boards 4. Increase local awareness that improved skills lead to a better job 			
Strategy 1: Increase awareness of and use of CareerSource Brevard business services			
Measure 1A: Review data regarding businesses use of CareerSource Brevard business services.			
Activities	Date:	Budget Impact	Status
Gather and analyze data regarding overall use of CareerSource Brevard career centers	October 2016 start and ongoing		No new updates
Strategically act on areas where business use has declined and could be improved upon	October 2016 start and ongoing		No new updates
Measure 1B: Increase use of CareerSource Brevard business services.			
Review and modify as needed the outreach required to increase business participation in local Virtual and on-site Job Fairs.	Ongoing		<p>On-site recruiting events/career fairs during this reporting period:</p> <p>CSB staff participated in;</p> <ul style="list-style-type: none"> • Take Stock in Children Career Expo • Palm Bay High School Career Day • Rockledge Career Expo • CSB has hosted since 7/1 – 191 Recruiting Events & Job Fairs

Strategy 2: Increase awareness of Workforce issues and services for the purpose of garnering workforce champions and being recognized as a model at local, state and federal levels

Measure 2A: Develop and implement CareerSource Brevard Outreach/Awareness plan

<p>Develop Outreach plan for PY 16-17 and present to committee</p>	<p>July 2016</p>		<p>Quarterly Outreach Plan highlights/project updates:</p> <ul style="list-style-type: none"> • Leveraged social media tools, e- mail messaging, to raise attendance of CSBs Healthcare consortium event, and to continue to raise community awareness and industry sector support. • Launched paid and organic social media, radio, and e-media plan to help recruit qualified talent for the Hurricane Mathew Grant program. To ensure swift customer service and for monitoring campaign efforts, program staff contact information will appear on outreach. • Launched a series of electronic direct mailers to a list of RA claimants, the beneficiary of the Governor’s Reemployment Challenge serving unemployed/underemployed with skills training/retraining services. Effort will raise awareness of FREE services to secure jobs now. A vanity email: JobsNow@careersourcebrevard will be used as the call to action on all outreach and will support proof of campaign effectiveness. • Hosted search engine optimization (SEO)-driven content building training for staff charged with providing content for the new CSB website • On March 30th, launched and promoted the new CSB website to encourage visits and shares of the new site to CSB job seekers and employers. April 17th, hard launch to all CSB
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			<p>customers and partners. Release news to print and broadcast media and launch a 2 month unpaid and paid FaceBook ad campaign to garner local awareness and business.</p> <p>See Measure 2A, Web and Social Media Snapshot Document</p>
Measure 2B: Garner champions and be recognized as a model on local/state/federal levels			
Implement use of Business and Jobseeker Workforce Champions	Ongoing		<p>Ongoing--The Workforce Champion program includes workforce partners and CIC committee members who use/share CSB success stories/outreach tools/social media content/videos and provided letters of support.</p>
<p>Initialize efforts for model sharing (best practices) and recognition</p> <ul style="list-style-type: none"> • Participation as conference speaker • Award applications/ Awards • White papers, best practice sharing and inclusion in Workforce 3One communities of practice 	Ongoing		<ul style="list-style-type: none"> • Marci Murphy provided Space Florida (SF) with CSBs foundational sector strategy processes as a guide for structuring an Aerospace Workshop Forum being planned in May. CSB, along with the Space Coast EDC are partnering with SF on this effort. • While attending the National Association of Workforce Boards annual conference in Washington DC, Marci Murphy presented to Board Members from Brevard, Orlando and Daytona during a breakfast meeting on the topic of Talent Attraction and the possibility of partnering together to implement a regional campaign. • Judy Blanchard presented to the 2017 LEAD Brevard class on CSB's services/programs, regional and local workforce demographics and the innovative talent solutions to meet industry's talent and skills demands of the future workforce on March 16th. • Carol Macrander presented at the February 21st East Central Regional Council of the

			<p>Florida’s Healthcare Workforce initiative on the Brevard Healthcare Workforce Consortium to share best practices with industry and workforce partners from other regions</p> <ul style="list-style-type: none"> • Marci Murphy presented at the March 2017 South Brevard Society of Human Resource Management’s monthly meeting. The presentation was centered on an overview of CSB’s services, Trends and Demographics, Talent Attraction campaigns and Sector Strategies. • Marci Murphy attended an invite-only roundtable on April 11, 2017 hosted by the Federal Reserve with the topic of “Investing in America’s Workforce”. Information and best practices were shared. • Florida Today was consistent in sharing in print and online news coverage on CSB’s job fairs, recruiting events and workshops. • Carol Macrander shared the locally developed Healthcare Sector Strategy introductory packet with the COO of Region 2 for possible replication. • Carol Macrander shared the locally developed Healthcare Sector Strategy introductory packet with Isabelle Potts of the Department of Economic Opportunity at her request during the Sector Strategy Technical Assistance Workshop
<p>Measure 2C: Ensure a cohesive voice of CareerSource Brevard that is geared to increasing community understanding of industry specific issues and workforce services</p>			

<p>Share Brand messaging and educational materials to multiple partners (i.e. EDC, County, municipalities, Chambers, Workforce 3One web site and through participation on local/regional/national boards and committees)</p>	<p>Ongoing</p>		<ul style="list-style-type: none"> • CSB outreach team and the EDC marketing team are meeting on a regular basis to discuss ways to further the Brevard County brand for recruitment efforts, share outreach tools and resources, and leverage campaign findings, and analytics to support both organization’s talent attraction/recruitment /retention initiatives. • Tina Berger, Mfg. Sector Strategy Program Manager participated on a CS Florida Sector Strategy Panel at the Southeastern Employment & Training Association Spring Conference in Jacksonville. Berger presented on the “real life implementation of a Regional Sector Strategy. • Tina Berger was a featured panelist at the February Space Coast Tech Council Manufacturing Committee at the Melbourne Chamber on our Intern programs, various business services and cost free programs available through CSB grant programs. • Tina Berger attended the February MASC meeting and promoted CSB’s manufacturing summer internship program and shared Youth Career Fair flyers with EDC and MASC. • In 2017 summer youth employment programs will launch at the City of Cocoa, Palm Bay and Titusville. • In January, CSB and the EDC discussed ways to share respective outreach tools and tactics to better enhance each organizations’ talent attraction efforts to attract/recruit talent to Brevard.
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			See Measure 2C: Alumni Outreach Pilot Program Discussion Brief
Strategy 3: Convene multi-regional planning initiatives with other workforce boards			
Measure 3A: Initiatives that result in regional action			
Determine areas of interest for multi-regional planning	Ongoing		<ul style="list-style-type: none"> As part of CSB's AIM sector strategy initiative, CSB continued to work with the Pastors Community Alliance , Adult Ed and EFSC to enroll eligible CPT grads in a credentialed soldering course resulting in 6 of 7 graduates being immediately placed with an Electronics Manufacturing Sciences company in January. Tina Berger is collaborating with EFSC on a strategic plan to job place EFSC's new TechHire grant grads. Grads are encouraged to register with CSB and test for OJT eligibility after completing Mfg. courses. In late March CSB sent 3 recent grads on interviews- waiting on hiring outcomes. CSB sponsored the Florida High Tech Corridor's Annual Career Expo event that brings US Universities to Central Florida to learn about regional employers' jobs. Employer feedback from the Expo will help CSB target and reach the appropriate University alumni personnel to promote Brevard and the high paid jobs available. Additionally, CSB created video shorts from the Expo to share with the event partners. Video includes expansion updates from hiring managers at Embraer, Northrup Grumman and more.

			<ul style="list-style-type: none"> • The communications teams from CSFlagler Volusia, CSCentral Florida and CSBrevard are in the planning stages to partner on ways to leverage results from the preliminary Regional Talent Supply Study. • Carol Macrander is currently working on a task force for the East Central Florida Regional Council for Florida's Healthcare Workforce initiative to determine sustainability of the East Central Florida Regional Council.
Strategy 4: Increase local awareness that improved skills lead to a better job			
Measure 4A: Initiatives that bring community understanding and awareness of Advanced Manufacturing and CSB initiatives that can lead to a job in the industry.			
Determine and implement outreach tactics to jobseekers raising awareness of skills needed to get a job in Advanced Manufacturing.	ongoing		<ul style="list-style-type: none"> • CSB continues to work with community partners to recruit students for upcoming Manufacturers trainings (Soldering, CNC, and CPT training)
Determine outreach to support Eastern Florida State College's (EFSC) initiatives to provide training needed for Advanced Manufacturing.	ongoing		<ul style="list-style-type: none"> • Industry voiced an immediate need for J-STD Solderers. CSB worked with EFSC and have completed 3 classes since January. 9 grads have been hired and the others are in the interview process. • CSB is currently working on a Hybrid Machinist Apprenticeship model with EFSC and MTS our training provider. • EFSC staff worked with Tina Berger to create a skills survey for Composite Fabrication training. This survey has been sent to 16 Fabrication companies for response.

Measure 4B , Initiatives that result in Manufacturers supporting Advanced Manufacturing training, apprenticeships, etc.			
Determine outreach to Manufacturers to raise awareness of manufacturing initiatives and gain support for such efforts. Due Dates: Spring 2015 through PY 15-16.	ongoing		<p>Activities led by Tina Berger, CSB's Manufacturing Sector Strategist and CSB support staff</p> <ul style="list-style-type: none"> • AIM Manufacturing Sector Strategy Meeting was held in Jan. at Larsen Motorsports, attended by 55 industry partners and featured Dr. Michael Graves, FIT Center for Advanced Manufacturing and Innovative Design (CAMID) who spoke to the future of manufacturing processes and talent needs. Al Stimac, Pres. of Mfg. Association of Florida gave us a State of the Industry report and discussed the need for skilled labor. Grow FL made a presentation to offer business expansion resources to small and medium size Mfg. companies. MASC gave a regional industry update. • Kick off of the Summer Youth Mfg. Internship Program - this year we have 8 intern positions offered. • A manufacturing skills survey was sent to CSB's manufacturers with 32 responses. This information has been shared with the EDC and MASC and will be reviewed at the May 4th AIM meeting, May 4th at Bayside high's new Manufacturing Academy. • www.takeaimbrevard.ciom website updated weekly with news, industry meetings and committee updates and linked to the CSB site.

1,648

Businesses SERVED PY 16-17

26,112

Career Seekers SERVED PY 16-17

Brevard's Unemployment Rate is now at a low 5%, which is reflected in a decrease in overall site traffic year over year. However, the new CSB site launched 3/30/17 and user traffic is expected to increase with an overall improved user experience for career seekers, businesses and partners. Examples of website improvements include: more direct pathways to information, easy to read FAQs, improved calendar functionality, and more opportunities for the end user to reach a CSB team member who can answer their questions.



4,072

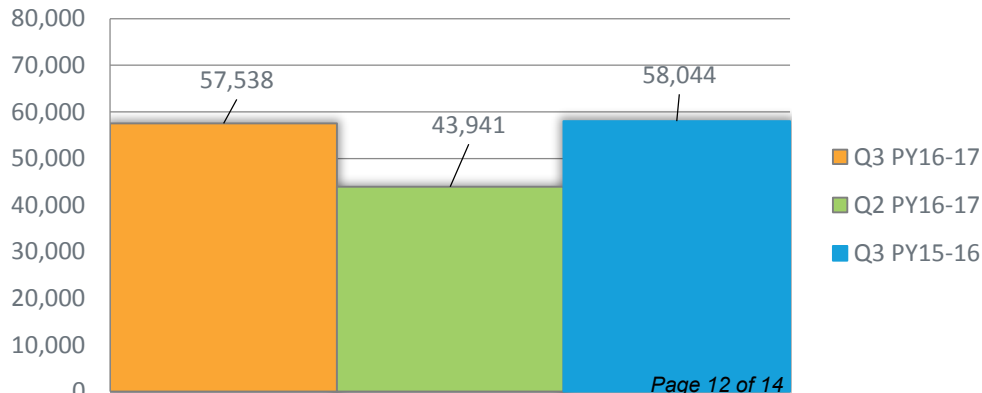
Facebook Likes
+ 1.57% from Q2



2,199

Twitter Followers
+ 3.68% from Q2

Website Traffic



Did You Know?

- 33,427 Users on CSB website
- 128,130 Pageviews
- 3:12 Avg. Session Duration
- 2.23 Pages / Session
- Hot Jobs downloaded 4,693 times

Discussion Brief

Measure 2C: Alumni Outreach Pilot Program for Talent Attraction

Background

CIC committee members are participating in CSB outreach efforts that support talent attraction and recruitment in Brevard County. Each member agreed to contact alumni or career services personnel within three key universities selected by CSB with a goal to introduce each of them to Brevard's live/work/play attributes before connecting them to a recruitment team at CSB for follow on relations.

Status of Program Plan

Members were asked to make their calls before the April 26th CIC meeting and to report their findings before or on the day of the meeting.

- To help ensure the success of each members' calls, CSB selected Universities that showed some awareness of and interest in Brevard County, identified alumni connections that could tie members to the Universities, and shared the main reasons (benefits to their alumni) why the alumni personnel should take their calls or return their calls.
- An overview of CSB's business services were provided to field any questions about CSB.
- Information was distilled into an email to each CIC member and attached to a free three-month talent attraction social media campaign that highlights the lifestyle and tech employers in Brevard County, Florida.
- The social media campaign was designed for the university to co-brand and sharing with their Graduates of the Last Decade (GOLD) group, CSB's target market for Brevard's employers.
- Contact information to CSB's outreach and business services departments for continued support was also shared.
- To capture the members' contacts and call data, members were given a sales chart to further populate with results from their calling efforts.

Discussion

The staff asks the committee to discuss the outcomes and lessons learned from the program.

- Do you think this pilot program should be continued with CSB staff and incorporated in CSB's talent attraction efforts?
- What aspects or tools worked well?
- What could be done better?
- What unique feedback do you want to share?



Community Involvement Committee

Meeting Attendance Record PY 2016-2017

BOARD MEMBER	JUL	OCT	JAN	APR
1 Kristin Bakke	P	P	P	
2 Debra Greco	A	A	A	
3 Traci Klinkbeil	P	A	A	
4 Terry Schrupf	P	P	A	
5 Kevin Smith	A	A	A	
6 Rose Thron	P	P	P	
7 Venetta Valdengo	P	A	A	