



Community Involvement Committee Meeting

October 19, 2011

4:00 P.M. – BW Boardroom

(Teleconference 321-394-0700)

Attendees:

Kristin Bakke, Judy Gizinski, Darrell Hibbs, Terry Horne, Frank Huston, Ann Luke, Catherine Mallozzi, Father Joe McDowell, Phebe Powell, Geo Ropert, Rose Thron

Agenda

Page No.

Call to Order

Judy Gizinski

Introductions

Success Stories

Public Comment

Action Items:

- Approval of Minutes from July 27, 2011 Community Involvement Committee Meeting Judy Gizinski 1 – 2
- New Five Year Goals and Strategies Denise Beasley 3 - 4

Discussion Items:

- Goal 1 Update Denise Beasley 5 – 9
- Measure 1B: Content Enhancements, Website Performance, ROI John Calkins 10 – 11
- Measure 1C: Brand Awareness Survey Denise Beasley 12 - 14

Information Items:

- Results of Grand Opening Events Denise Beasley
- Workforce Media and Outreach Update Lisa Rice
- Attendance Roster

Adjourn

Judy Gizinski

Call 321-394-0658 for information

TTY: 711-321-394-0507

Upcoming Meetings:

November 2011

15th Brevard Workforce Operations Committee-4:00pm-BW Boardroom
18th Board Meeting-8:00am-BW Boardroom

December 2011

15th E³ Committee-8:30am-BW Boardroom

January 2012

10th Executive Committee-4:00pm-BW Boardroom
12th Business Workforce Committee-8:30am-BW Boardroom
25th Community Involvement Committee-4:00pm-BW Boardroom

February 2012

14th Brevard Workforce Operations Committee-4:00pm-BW Boardroom
17th Board Meeting & Retreat-8:00am-12:00pm-TBD

March 2012

8th E³ Committee-8:30am-BW Boardroom

April 2012

3rd Executive Committee-4:00pm-BW Boardroom
5th Business Workforce Committee-8:30am-BW Boardroom
25th Community Involvement Committee-4:00pm-BW Boardroom

May 2012

8th Brevard Workforce Operations Committee-4:00pm-BW Boardroom
18th Board Meeting-8:00am-BW Boardroom

June 2012

14th E³ Committee-8:30am-BW Boardroom

Brevard Workforce
Community Involvement Committee
July 27, 2011
Minutes

Members in Attendance: Judy Gizinski (Chair), Darrell Hibbs, Terry Horne, Frank Huston, Ann Luke, Catherine Mallozzi, Father Joseph McDowell

Members Absent: Kristin Bakke, Vern Melvin, Geo Ropert, Rose Thron

Staff in Attendance: Joan Van Scyoc, Don Lusk, Denise Beasley, John Calkins, Jacki Meadows and Marina Stone

Guests in Attendance: Linda Brandt of Brandt Ronat

Call to Order:

Judy Gizinski, Chair, called the meeting to order at 4:03 p.m. in the Brevard Workforce (BW) Boardroom.

Public Comment: There was no public comment.

Action Items:

Approval of Community Involvement Committee minutes of April 27, 2011

Motion to approve the Minutes from the April 27, 2011 meeting made by Ann Luke and seconded by Frank Huston. The motion passed unanimously and the Minutes stand approved.

Social Media Policy

Brevard Workforce has begun establishing an online presence through social media, such as Facebook and Twitter. Social media and networking has become an important and widely used communication tool and is cost effective advertising. Staff has developed a new policy to protect organizational interests and establish guidelines. Discussion ensued regarding social media postings and posts being public record. Father McDowell made a motion to approve the Social Media Policy. Ann Luke seconded the motion, motion passed unanimously.

Catherine Mallozzi joined the meeting.

Discussion 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’* as follows:

Measure 1B: New Web Site

The Communications Department began development of a plan to redesign the Brevard Workforce web site. A proposal was developed and initiated with a contracting agency. The new design integrates a multitude of new advanced features and simplified navigation to

enhance the visitors experience. Additionally, all Brevard Workforce web sites will be integrated into one site. The site currently contains 130 pages and is slated to 'go live' by the end of July. Link to all BW workshops will be sent to Board.

Darrell Hibbs joined the meeting.

Measure 1B: Grand Opening Events

With the re-opening of the newly expanded Titusville and Rockledge Career centers, we have the opportunity to further build awareness of BW and the BW Career Centers and convey our ongoing need for the business community's support in providing jobs for our workforce. Preliminary plans were outlines for the Titusville and Rockledge Career Center Grand Opening Ceremonies. When firm dates are determined, we will share with the Board. It was suggested that we partner with Chambers of Commerce to request sponsorship for food costs.

Measure 3A: United Way VITA – Earned Income Tax Credit

Brevard Workforce participated in providing EITC tax form preparation and financial planning assistance again this year to community members who qualified. Statistics were provided. We will report again when we receive total impact numbers from IRS via United Way.

Measure 4A: Final Space Shuttle Launch Media Inquires

Media coverage for the Space Shuttle's final launch was extraordinary. Details were provided regarding the requests which came from individuals and news organizations worldwide.

Measure 4A: Presentation – Recent National Media Coverage

The committee viewed a presentation of news stories as detailed in the discussion regarding media inquiries. The committee asked that an email be sent when BW knows when the 60 Minutes Aerospace story airs.

BW Two Year Plan

The changes the state wants us to make and those that are outdated need to be updated. It will include an Economic Development Policy, and updating our Key Industries, including Areas of Focus, sharing our CSTAR resources. There was no feedback or questions from the Committee.

Information Items:

There being no other business, Judy Gizinski (Chair) adjourned the meeting at 4:54 p.m.

Tim Morgan took interested committee members on a tour of the new Rockledge facility.

Respectfully submitted,

Reviewed by,

{signature on file} _____
Marina Stone

09/14/11
Date

{signature on file} _____
Judy Gizinski, Chair

09/14/11
Date

Action Brief

New Five Year Goals and Strategies

Background:

Five years ago at the Brevard Workforce (BW) Board Retreat staff and Board Members brainstormed and created four goals for the organization with subsequent strategies. Through the years, many activities have been accomplished by BW using the goals and strategies as a guidepost for conducting business. At the board retreat in February 2012, these goals and strategies will be reexamined and modified, if needed, based on input, not only from staff and board members, but also from all the committee members that sit on BW's four committees.

Starting on page 5 of your package, you will find the current goal and strategies of your committee. Staff is recommending that the goal for the Community Involvement Committee (CIC) be updated; Goal 1 – Convene the community and conduct community awareness ~~campaigns~~ regarding workforce issues. By omitting “campaigns” strategies are no longer limited to individualized campaigns but more toward developing ongoing integrated outreach plans. Additionally, staff has reviewed the current strategies and recommends the following for Committee discussion:

1. Increase awareness of and use of Brevard Workforce business services (NEW)
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 (NEW)
3. Convene multi-region planning initiatives with other workforce boards
4. Increase local awareness that improved skills lead to a better job

Basically, staff did the following:

- Adopted strategy #1 from the Business Workforce Committee (BWC)
- Added #2 to address ways to counter the media issues and to engage as more of a leader in the workforce system
- Shortened strategies where feasible

- Moved Strategy #3 'Provide educational material to multiple partners (i.e. EDC, County, municipalities, Chambers) that will increase community understanding of: E3 concept and workforce services' and listed it as a measure under strategy #2.

Discussion:

Review and discuss staff's recommendations.

Action:

Approve and/or modify staff recommendations for the full board retreat slated for February 2012 for discussion and implementation for Program Years 2012 – 2017.

Goal 1 - Convene the community and conduct community awareness campaigns regarding workforce issues

Strategies:

1. Conduct community awareness campaigns (marketing) regarding workforce issues, (i.e. the connection between skills, jobs, and other environmental factors) and services
2. Convene multi-regional planning initiatives with other workforce boards.
3. Provide educational material to multiple partners (i.e. EDC, County, municipalities, Chambers) that increase community understanding of: industry specific issues, E3 concept and workforce services
4. Through awareness campaign and educational materials, increase awareness that improved skills lead to a better job and increase overall participation in the Brevard County Labor Force.

Strategy 1: Conduct community awareness campaigns (marketing) regarding workforce issues, (i.e. the connection between skills, jobs, and other environmental factors) and services

Measure 1A: Implement Community Awareness Template/Campaigns

Activities	Latest Date for Completion:	Board Participation:	Budget Impact	Status
Develop and Implement AWT Phase II Communications Plan for 2009-2010	June 2010		\$80,000	Completed.
Implementation of General Services and AWT Phase III Communications Plan	June 2011		~\$100,000 (subject to change if/when DOL approves NEG modification which includes additional outreach funds)	<p>As of 09/2011 the following statistics were available:</p> <ul style="list-style-type: none"> • LNC Registrants: 6,427 • BW Express Services: 6,287 • # Completed Training: 2,026 • # Currently in Training: 256 • Current NEG Training dollars obligated: \$1,377,031 • # NEG Business Contracts to date: 94 • NEG/OJT Approved Positions: 240 <p>Sept 29th 2011 Aerospace Job Fair at Radisson Cape Canaveral Completed – 610 Job seekers and 38 businesses</p>

<p>Develop plan to implement local Virtual and on-site Job Fairs to aid transitioning aerospace workers and to assist universal jobseekers in Brevard County. Use outreach and public relations methods to build brand awareness through the use of these job fair tools.</p>	<p>June 2012</p>	<p>Staff</p>	<p>\$30,000</p>	<p>VJF event held April 11-15-2,682 registered job seekers, 23 resumes from 13 other states, 41 Business Booths, 218 jobs with 405 openings posted. 3,027 resumes applied to the jobs.</p> <p>Completed.</p> <p>Local VJF- Nov 7 - 11. Business recruitment in process now.</p> <p>In addition, an On-Site job fair was held at the Radisson on March 31, 2011. Over 450 aerospace job seekers attended with 31 businesses signed up (2 couldn't make it due to weather). Several job offers were made through the event. A list of participating companies can be found in the handouts.</p> <p>Completed.</p> <p>Next on-site event to be held:</p> <ul style="list-style-type: none"> • BCC Job Fair • November 3 – 10:00 a.m. – 2:00 p.m. • BCC Melbourne Campus
<p>Hold and promote employment workshops for transitioning aerospace workers and universal jobseeker customers to enhance their job search skills during this challenging economic time. Build awareness and goodwill in the community by providing these services using outreach and public relations strategies and tactics while further building and enhancing a positive brand image for Brevard Workforce.</p>	<p>June 2012</p>	<p>Staff</p>	<p>\$30,000</p>	<p>Most recent Monster event was held:</p> <ul style="list-style-type: none"> • June 18 - 9:30 a.m. – 12:30 p.m. • At the Titusville Public Library • # of attendees registered: 270, 129 attended <p>Additional Monster Events held;</p> <ul style="list-style-type: none"> • Aug. 6th - 9:30 a.m. – 12:00 p.m. • County Commission Chambers • Brevard County Government Center, Viera, FL • No. of attendees registered: 303, 96 attended

<p>Partner with area institutions of higher learning to access alumni who have started businesses and/or graduated with technical degrees who are employed in the aerospace field. Develop outreach strategies and tactics to engage these alumni by providing information and guidance on Brevard Workforce programs and projects that may benefit them as employers or jobseekers.</p>	<p>June 2012</p>	<p>Staff, Colleges, Universities and other approved training vendors</p>	<p>-0-</p>	<p>Veteran's Monster.com</p> <ul style="list-style-type: none"> • Sept 30 at Rockledge Career Center • No of attendees registered: 79, approx. 60 attended <p>Next event:</p> <ul style="list-style-type: none"> • October 15 • Rockledge Career Center <p>Next event:</p> <ul style="list-style-type: none"> • Nov 15 • Rockledge Career Center <p>Information Sessions: Money Issues, Healthcare Anxiety, Mortgage Options, Transitioning Prep.</p> <ul style="list-style-type: none"> • July total: 23 • August total: 85 • Sept total: 54
				<p>Engaged Florida Tech in a project to outreach to their alumni for this purpose. FT supplied a listing of alumni which BW is vetting against customers registered in launchnewcareers.com and Employflorida.com with the goal of developing a strong database of contacts for informing about National Emergency Grant On-The-Job training programs and other related aerospace and business programs in which they could participate.</p> <p>Initial plans are underway to work with BCC to provide a Virtual Job Fair for their graduating students and alumni using Brevard Workforce tools and programs. The Virtual Job Fair is tentatively planned prior to Spring graduation in May 2011. Also plan to request similar partnerships with UCF and Embry Riddle.</p> <p>We are on target to submit plan at April CIC.</p>

Measure 1B: Develop and implement Brevard Workforce Outreach/Awareness Campaign				
Activities	Latest Date for Completion:	Board Participation:	Budget Impact	Status
Develop, design and launch new BW web site. Continue content enhancements/Evaluate performance of site.	August 1, 2011 Ongoing	Staff	\$26,000.00	Completed. New BW site analytics and ROI figures available. See brief attached.
Coordinate and hold Grand Opening Events for new Rockledge and Titusville locations	September 2011 November 4, 2011	Staff	\$3,000.00	October 14, 2011 Titusville November 4, 2011 Rockledge
Measure 1C: Develop and implement Brevard Workforce Brand Awareness Survey, Phase II				
Develop and implement a phase II brand awareness survey. Identify a public relations firm that can provide the services of developing the survey instrument and a plan for contacting businesses to complete the survey. Compile the results and deliver to BW.	August 2012	Staff	\$15,000	Deliver survey/report results at November 2012 Board Meeting Brand Awareness Survey targeted to Brevard Businesses is planned for February 2012, with results to board of directors in August 2012. See brief attached.
Strategy 2: Convene multi-regional planning initiatives with other workforce boards				
Measure 2A: No measures at this time.				
Strategy 3: Provide educational material to multiple partners (i.e. EDC, County, municipalities, Chambers) that will increase community understanding of: industry specific issues, E3concept and workforce services				

Measure 3A: Provide materials to partners on Earned Income Tax Credit				
Activities	Latest Date for Completion:	Board Participation:	Budget Impact	Status
United Way will be joining up with Brevard Workforce to deliver their VITA Tax Services to job seekers as an ongoing service at no-charge (continuation of last year's grant award.) This is formal name for the Earned Income Tax Credit tax assistance program that incorporates financial planning information offered in the past.	June-2011 June 2012	Site usage	No impact	Completed for 2011. Staff is trying to obtain impact figures from United Way.
Strategy 4: Through awareness campaign and educational materials, increase awareness that improved skills lead to a better job and increase overall participation in the Brevard County Labor Force				
Measure 4A: Implement Phase III of the Aerospace campaigns to further increase awareness that improved skills lead to a better job				
Activities	Latest Date for Completion:	Board Participation:	Budget Impact	Status
Develop a partnership with FLORIDA TODAY to allow ongoing promotion of information on what is needed to find, obtain and retain a job in today's environment.	Ongoing	Staff	\$40,000	Ongoing conversations. Committee will be advised on subsequent action.

Discussion Brief

Measure 1B: Content Enhancements, Website Performance, ROI

Background

After more than a year of planning and preparation, Brevard Workforce's new website – www.brevardworkforce.com – officially went live on August 28, 2011. Below are observations, statistics, and initial ROI gathered on the new web site.

Observation:

The site has received support from Brevard Workforce staff through critiques, suggestions, insights, and pointers, which has really made the site customer service friendly and comprehensive and reflective of Brevard Workforce as a whole. The staff has rallied to embrace the site with steady content updates on Brevard Workforce's features and benefits.

Stats

- **Visitors**
 - Visitors to new site since Aug. 29, 2011: 46,266.
 - Average visitors on old site per month (PY 2010-11): roughly 40,000
- **Inquiries**
 - Since launch through the site's new customer service feature: *Easy Connect* Form. These are baseline numbers reflective of the top three customer types that requested our services. By the customer filling out an easy connect form on line, they and staff save time at point of entry. Time saved yet to be calculated. Planned outreach for the easy connect feature is slated for November 1, 2011. We expect these top three numbers to further increase.
 - Job Seekers: 51
 - Business: 18
 - Youth: 15
- **Page Views Breakdown and Key Insights:**

In the month since it launched, the site reported most popular pages. They are as follows:

- Job Seekers: 21,388 – Represents 36% of the total site use
 - Resources: 2,701 – Over half of the views on the page use the filter to sort the information. This page has grown exponentially with the resource listings.
 - Contact Us: 1,433 – This improved page quickly engages people with staff offering a toll-free number, email, locations and directions to Career Centers. Just one click away v/s 4 clicks on the previous site. Currently, Job Seekers are biggest users.
 - Working For Brevard: 656 – This is the Board’s page for documents and meeting information. It is likely drawing people because of the tab name.
 - Businesses: 479 – This number shows that business representatives are visiting the site and are interested in more information.
- **Referring Sites:**
 - The following lists the top 5 sites that feature links to our site and how many visitors came from them. For example, BW’s FaceBook followers are seeing BW posts, and by clicking on them they are redirected to the BW site, thereby incurring a referral. FaceBook is the third highest referral source right now. As social media efforts increase, BW will be able to gauge the effectiveness of this outreach tool. Additionally, the County website is one where increased presence may lead to more referrals and staff is researching ways to improve BW’s information on the County website.
 - www.brevardcounty.us: 1,451
 - www.floridajobs.org: 327
 - www.facebook.com: 115
 - www.search.mywebsearch.com: 108
 - www.palmbayflorida.org: 73
 - **ROI**
 - Increased productivity of staff: To date, the revamped calendar saves nine employees roughly eight hours of work each per month in updating and posting content to the new calendar, events and workshops pages. For a saving of 72 man hours per month (at roughly \$15 p/h) or a savings of \$13,000 per year. This allows for staff to devote more time to customer contact, program development and facilitation.

Discussion Brief

Measure 1C: Brand Awareness Survey

Background

In 2006 Oppenheim Research conducted an employer brand awareness survey for Brevard Workforce (BW) to ascertain employers use and awareness of BW services. The study was undertaken to provide BW with feedback from BW users and non-users to enhance communications programs, create more awareness and outreach opportunities.

Discussion

In February 2012, BW will contract to repeat a similar employer survey to gauge current employer brand awareness and use of Workforce services to generalize results to the entire Brevard County employer population. A minimum sample size of 800 completed surveys will be used to allow for generalization.

The survey would take four (4) to six (6) weeks to complete and results will be shared with the Board of Directors in August 2012.

Outline of Services

- Contractor would provide a sample of regional employers with phone numbers, contact person (if available), address, stratified by size of company from a reliable third party.
- Contractor would work with client (Brevard Workforce) on final questionnaire design using the 2006 Brevard County Awareness Survey wording for general questions (also called "Baseline" questions), revise questions as needed to reflect any changes in services offered and pretest the questions on a small number of employers.
- Contractor would administer questions using a computer assisted telephone interviewing system and interviewers would collect at least 800 completed surveys from selected employers or designated contact person (HR, CEO, Manager) as specified in the questionnaire.
- Contractor would provide client with a report consisting of the results in frequencies format for all questions asked, a print out of cross-tabulations of selected variables, descriptive analysis, and recommendations based on the survey findings.
- A bound hard copy and disk of the final report, as well as an electronic copy of all materials, a listing of businesses with their contact information who request more information about the services offered by Brevard Workforce and all materials used for the survey (raw data files, questionnaire, sample dispositions) will be the final work product.
- All materials will be the sole property of the client.

Staff will conduct the proper procurement process to obtain the contractor over the next three months.

Staff is seeking recommendations from the committee on any specific items that should be explored in the brand awareness survey or any significant changes to the questions that were used the last time. (See below)

Survey Questions

- Q.1 How many employees does your company currently have at this location?
- Q.2 What industry is your company in?
- Q.3 Did your business/organization hire any employees in the past 12 months?
- Q.4 How many employees (including full-time & part-time) did you hire in the last 12 months?
- Q.5 Do you anticipate hiring any employees in the next six months?
- Q.6 How many employees (including full-time and part-time) do you plan to hire in the next six months?
- Q.7 How do you typically advertise any job vacancies?
- Q.8 Are you having any trouble filling positions in your company?
- Q.9 Have you ever heard of Brevard Workforce?
- Q.10 From what you know about Brevard Workforce, do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable perception of Brevard Workforce?
- Q.11 Have you heard about Brevard Workforce on the radio?
- Q.12 On which radio station did you hear about Brevard Workforce?
- Q.13 Have you heard about Brevard Workforce in a Newspaper Advertisement?
- Q.14 In which newspaper did you read about Brevard Workforce?
- Q.15 Have you heard about Brevard Workforce in your Local Newspaper?
- Q.16 In which newspaper did you read about Brevard Workforce?
- Q.17 Where else have you heard about Brevard Workforce?
- Q.18 Have you ever used any of the services offered by Brevard Workforce?
- Q.19 Have you used funding assistance for employee training?
- Q.20 What specific training/skill were used?
- Q.21 I'm now going to read you a list of services, please tell me which ones you have used. (List then follows)

- Q.22 How satisfied were you with the outcome of the layoff assistance you received?
- Q.23 Are you aware of any services provided to employers through the local Brevard Workforce program?
- Q.24 Which of the following services are you aware of? (List then follows)
- Q.25 Are you aware of Funding Assistance for employee Training?
- Q.26 What are the specific training/skills used?
- Q.27 What are the reasons that your business/organization has not used Brevard Workforce's services?
- Q.28 How do you access Brevard Workforce services?
- Q.29 Brevard Workforce is an agency which offers hiring, training and other related services to businesses and job seekers at no cost.
- Q.30 Which of the following services would you be most likely to use?
- Q.31 Would you be likely to use funding assistance for employee training?
- Q.32 What are the specific training/skills you would use?
- Q.33 Where would you look for more information about Brevard Workforce services?
- Q.34 Would you be interested in receiving information about your local Brevard Workforce's business services?
- Q.35 May I get your name or initials?
- Q.36 And, your title/position with the company
- Q.37 May I have your email address or a mailing address?
- Q.38 And the City Please?

COMMUNITY INVOLVEMENT COMMITTEE MEETING

ATTENDANCE RECORD

PY 2011-2012	July	Oct	Jan	Apr
Bakke, Kristin	A			
Gizinski, Judy	P			
Hibbs, Darrell	P			
Horne, Terry	P			
Huston, Frank	P			
Luke, Ann	P			
Mallozzi, Catherine	P			
McDowell, Father Joe	P			
Powell, Phebe	NEW 9/11			
Ropert, Geo	A			
Thron, Rose	A			