

EMPLOY FLORIDA COMMUNICATION CONSORTIUM MEETING
JANUARY 20 – 21, 2005
 Ramada Inn & Suites
 Orlando International Airport

MEETING SUMMARY

Attendance

<u>Region/State Org.</u>	<u>Representative</u>	<u>Regions not attending:</u>
2	Jan Pooley	1
3	Kenny Griffin	4
5	Desiree Gorman	6
9	Steve Lipsky	7
10	Tracy McTeague	8
11	Sharon Warriner	23
11	David Munoz	
12	Kim Cornett	
12	Jason Lietz	
13	Joan Van Scyoc	
14	Jacqueline Skryd	
15	Jamie Melendez	
16	Dave Hamilton	
16	Hope Winstead (consultant)	
17	Susan Clayton	
18	Martha Robinson	
19	Pat Kozic	
20	Judy Roberts	
21	Kathryn Schmidt	
21	Steve Craig	
22	Kelly L. Allen, APR	
24	Priscille Chagnon	
AWI	Jessica Cary, APR	
WFI	Lucia Fishburne	
WFI	Rosanne Heard	

January 20, Thursday

Prior to the start of the meeting, Lucia Fishburne and Kenny Griffin (Region 3) were asked to present information on services available through the one-stop system at Family Dollar National District Managers meeting next door. The presentation was brief but generated enthusiastic questions. Kenny was asked to return the following week when the Florida managers meet. [NOTE: Kenny did speak to the Florida group the next

week and promoted the use of Employ Florida to locate one-stops anywhere throughout the state.]

INTRODUCTIONS AND UPDATES:

Jessica AWI – AWI call center received approximately 8,784 calls in the last quarter to the Employ Florida toll free number. She mentioned the EITC campaign and passed out the IRS brochure noting that the IRS has free software for this program. All regions are promoting EITC and getting their employers to promote it also. AWI will have a web link to the EITC site. Jessica also handed out the annual plan for the National Association of State Workforce Agencies. The AWI website is changing and becoming more business friendly. The Manpower Employment Survey has been completed and Warren will send it to all. When President Bush came to Jacksonville, Susan Pareigis was one of five on the panel. Bruce Ferguson was the greeter. She has gotten bids on 5 in 1 labor law posters – waiting on minimum wage effective date.

Jamie R15 – They have committed staff for professional networking group, and they plan an Professional Career Expo for March 21 with Eric Wahl as the speaker (topic: Creativity in the Workplace). The target is employers that hire professionals with 4 year degrees and 2years experience. She will send that info to Lucia for distribution.

Judy R20 – They have put 900 people to work using the NEG. They are having trouble filling regular jobs because the NEG pays more (\$13 - \$14 an hour). They are planning a Youth Summit for at-risk kids. The "kids" need to come through a sponsor. They are getting more Hispanic customers in their region and have limited resources to deal with translation etc.

Pat R19 – This is her first meeting. The newly built Wauchula One-Stop opens February 1.

Joan R13 – Still doing hurricane rescue; working with migrant labor. Using NEG to enhance brand image. Radio spots gave good results. Linda South (Ex. Dir.) is leaving – they are waiting on her successor. Record number of job orders (2000 active); Job-link updated every day. Hence they are backing off of employer outreach and focusing on finding qualified applicants. They have produced a video vignette of hospital employment. ED partnership with hospitals focusing on youth with online multimedia website: Joan asked the group to provide her feedback on these two sites located at: www.brevardyouthworks.org and www.mymedcareer.com. Their goal is to use this for a model to feature other industries in future.

Priscille R24 – She handed out calendars and bookmarks. They held a contest for fifth graders to draw/design career posters. These were used for the calendar pages. The hurricane-related publicity resulted in raising awareness of their services and locations. Using their website for awareness and a gateway. Created a local communication consortium approach to ensure linkage between the business services staff and the

communication staff so messages are consistent. Opposite situation from Region 20 re: NEG – employers pay more than NEG jobs. Their job orders have doubled.

Jan R2 – They won the WFI/AWI Kirkpatrick Award for Partnership and she showed a full-page ad they placed in the newspaper. Hosted a TA workshop for CHOICES grant. They/she are getting ready to send out their first electronic newsletter. They have agreed to be pilot sites for two programs: Military spouses and the military assistance website (www.myfloridamilitary.com); and the EFF Work Readiness credential assessment. They participated in an EFF focus group (one of 2 in Florida) on validating the profile of a work ready individual. They are also planning a Business Awards with their economic development partners for Workplace Appreciation week.

Jacqueline R14 – She has established media relationships and spoke about their Vets grant and Personal Reemployment Account (PRA) proposal (she is the lead grant/proposal writer). A new satellite center opened bringing the total to 5 for that region and 9 One-Stops. They have Disability Navigators in all of their one-stops. Their EPI center is moving in April. They are finishing their annual report/marketing plan. They have had record growth in their PPN and will begin branding it soon. Using video for interviewing but it is very expensive. Using some direct mail campaigns.

Kelly R22 – Revamping their website so it can be more of a resource for employers (250 pages of content) – will launch next week. It is designed to be a resource for anyone wanting to do business in Broward County. They received \$350,000 in EWT resulting in lots of PR and media attention. Getting good success stories. Using their mobile unit for EITC. Further developing their intermediary program and marketing to associations. This is a segmentation strategy by industry sectors – they are focusing on construction, bioscience and health and hospitals. She has checked with the Public Relations Society of America (PRSA) and the Florida Public Relations Association (FRPA) and confirmed that consortium members who are accredited by either of these professional associations can count these consortium meetings toward their required APR continuing education credits (1pt per day).

Kim R12 – She discussed making public relations professionals/firms they contract with sign confidentiality clauses. She will share that verbiage with the group. They will co-sponsor a Hispanic Summit on March 3 & 4 and she will send this info. They have 3 major research projects; a healthcare model; and are funding a roving high school guidance counselor. They've been using small newspapers, weeklys, neighborhood papers to advertise. Example – they provide all the employment listings for El Nuevo Villa – employers names are not provided – jobseekers are directed to the one-stop.

Jason R12 – They will hold a WCF Summit on March 29 at the Wyndham on I-Drive. He recently designed the outside graphics on the mobile unit and produced a sales video. He asked the group how they redesign/evaluate materials. WCF conducted a State of the Workforce Survey. He asked about technology in Passport/Smart Cards/Swipe cards – is anyone using them are interested in them? This technology is used to track customers. [Interest was expressed by several reps]

Tracy R10 – New at CLM. They will have a workforce conference on Jan. 27.

Kenny R3 – Their region has lots of job openings. He is lead for NEG, EWT, Business Services, REACT and PPN. They've been strategically linking REACT with PPN.

Sharon R11 – They have developed posters (like movie posters) for One-Stop Windows (learned from jobseeker feedback that next to word-of-mouth, driving by the one-stops is how they find them). They are now a VITA site. Just had a job fair with 34 businesses attended by 600+ professionals (69% were unemployed and 31% had jobs already.) Discussion followed on PPNs – many regions have them. Daytona Young Professionals started with 50 members; grown to 500 in 3 months. The NEG/hurricanes enhanced their public relations efforts. Preparing for a business summit to be held on June 15th at the Hilton. She thought it would be a good idea to have a statewide meeting of the PPN staff leads similar to this meeting. Asked if others were have difficulty getting consistent and accurate data for use in writing articles, etc. [many said “yes”]

David R11 – David works in Quality Assurance at the one-stop center and is the Chair of the Forms Committee for the One-Stops which has standardized over 60 forms. Recently did a mail-out – out of 1500 mailed out with a transportation reward (gas card or bus pass) for returning, only 70 returned and only 60 “qualified”. Their One Stop has 14-hour on-line soft skills certification. Outreach coordination – mini career links at CBO/FBO's. They train staff and provide 1-2 computers – they provide the maintenance and support for the computers (they have 3.5 IT staff).

Dave H. R16 – They are considering a fee for service above and beyond assessment. Business Advantage Seminars; focus on employer's and provide service.

Hope (consultant) R16 – Did the annual report for region 16 and other materials. Interested in hearing about tracking and measuring marketing outcomes. Suggested the use of interns to assist local and state PR staff. [discussion ensued regarding pro's and con's of using interns with general consensus that the temporary nature of internships and the complexity of workforce and steep learning curve made it difficult to plug them in beyond special events and short term projects.]

Steve L. R9 – NEG enabled a better connection with rural communities – they are continuing to build on this; many NEG hires have been hired into full time jobs. Movie theater advertising – business message – considering this. Discussion with whole group about cinema ads. Track effectiveness using a different phone line. Legislative Breakfast planned and held within 3-4 weeks with great turnout; small, intimate gathering; asked about upcoming legislation. REACT approach to smaller layoffs has been positive. They are linking with their local SHRM.

Martha R18 – Legislative Day held at One-Stop with tour; good delegation and Board turn out.

NAWB has a good guide for reaching out to your legislators; Martha will send to Lucia for web input. Needs help with “trans-creating” rather than “translating” [Jamie Region 15 offered to help] for a manufacturing magazine. Specialty manufacturing is growing in their area.

Susan R17 – Susan passed out updated brochure for Polk Works WorkForce 2020 program, R17's outside marketing arm, main employer contact. Distributed Polk Works updated Career mini-CD Rom; 15,000 in the High Schools though DJJ with support of the local school board; excellent way to get career information to students; can be replicated by other regions with their local information. Success Rally honored Best Places to Work for second year, event cost \$18,000 paid for by sponsors. Reinvented Success At Work program with school board as outreach into schools; staff trains business volunteers who present 4 one hour sessions on making ends meet and finding a job. Workbooks/Program could be replicated by other regions. Local SHRM chapters are in need of work readiness activities as national initiative and this program fits. New Business Development committee of the board focused on generating money. Organized a Golf Tournament fundraiser in October; generated \$78,385 that after expenses was over \$30,000 for workforce literacy/GED programs. Took over 6 months to plan; needed more board member involvement. Soon to be updating Job Seeker brochure, have closed all but 2 One-Stops; requested copies from other regions for new ideas. Working with local FPRA chapter to get professional clothes donated for One-Stop Center dress for success program. Recieved a community foundation grant to provide Guidance Counselor training on workforce dev initiatives, One-Stop services, LMI; results excellent on relationship with counselors in schools; grant covered wages for inservice hours, door prizes, materials.

Steve Craig R21 – He is now VP of Business and Economic Development. Redoing marketing materials. Business Career Day on March 22 in the Glades with Al Hastings. Hub zone. Revamping their business plan.

Kathryn R21 – Going "Back to Basics". All new staff and new service providers. Moving locations. Using the formalized 3e model.

Lucia WFI– Met with state level SHRM board member to generally learn how we can connect and help each other. Purchased HR-Florida Review ads in February and August; Florida Trend Small Business full page ad and directory again. Bookmarks: Should the listings on the back be One-Stops rather than Boards? Discussion occurred. If there is a re-order everyone will get a chance to update/change their info. WFI Strat plan completed – need to align EF strategic PR/marketing with it (everyone had a copy of the marketing section in their folders.) New EFCC resource area on the WFI website. Webstats for the EF website are in the folder. Labor Market Exchange GeoSolutions tool (ultimately integrated with OSMIS) – to be accessed via EF website. Another EF resource and linkage. Time line: Phase 1 rollout on March 1; Phase 2 (all spidering complete) set for June; Phase 3 (complete OSMIS Interface) by end of September. Developing a PR/marketing plan with Warren. Many questions – about spidering, registration, relation to the current OSMIS Job Matching site on the WFI website; how it

will interface with existing local systems, etc. Lucia requested everyone email their exact questions to her. The first demo to state staff will take place the following week.

INTERACTIVE HELP SESSION: The following topics were covered in an open group discussion. Note that these items were submitted by consortium members prior to the meeting.

- Unified position/message on issues: What are we saying as a “system” on these topics? Local messages may be different from state level messages. Local and state entities are governed by boards that determine priorities and strategies, etc. Example: Globalization/off-shoring – many different views on this. Not strategically productive to “take sides” necessarily. Need to be on top of the varying discussions however.
- Work first vs training – specifically cited Orlando Sentinel article. There was much discussion on this effort of the press to pit regions against regions in the central Florida area. It was not a successful strategy for the press.
- Follow-up on ADA monitoring requirements from AWI – ADA guidance was included in packet. General discussion again – everyone appears to be doing something.
- Writing and distributing press releases for maximum effectiveness - Jessica Cary, AWI Press Secretary provided excellent tips (handout to be posted on new EFCC resource page of WFI website)
- Possible future joint meeting(s) with Employer Services Business Reps. There are several reps in this group that are the business/employer services reps/liaisons for state level meetings. Some confusion over the recent communication from WFI office about an upcoming meeting. Logistics of the two groups meeting together are too difficult not to mention travel expense etc. Lucia could attend the upcoming meeting as a link between the two groups as well as some of the common regional members.
- Adapting the Making Business a Priority Customer USDOL outreach model to Florida’s needs – tabled this but still agree there are many pieces of it that could be used perhaps in the upcoming marketing of the new Job-matching tool on the EF website.
- EITC awareness and assistance campaigns and strategies – very little discussion since it was covered in the intros/updates. Most everyone is doing something to promote EITC.
- WFI Strategic Plan – marketing/communications section – related to Employ Florida, regions, etc. – this was tabled for future discussion. Everyone has a copy in their packet and were asked to review for future comment.

Adjourned.

January 21, Friday

INTERACTIVE HELP SESSION *continued from previous day:*

- Need for market research. Everyone agreed that this is an area for improvement. Pre- and post- research needed to evaluate strategies and tactics to see if they were worthwhile investment. What's working, what's not? Martha shared that they used Oppenheim Research out of Tallahassee. It was noted that AWI/LMI (Becky Rust) can provide some information. Also, Florida Survey Research Center at University of Florida. Lucia will check with Jay Rayburn at FSU re: survey research.
- NEXT magazine youth leads and Business Florida leads. Martha sends samples of youth direct mail responses to leads. She responds to all others. Youth Lead Responses are usually not from target population. Lucia gets copies of these every month and will route to appropriate regions. Now regions only get them quarterly. Lucia will follow-up w/Linda Kever on when NEXT is distributed to students; see when it was last sent. She will also ask for 500 per region additional copies of EXTRA to be used to reach out-of-school youth; distribute at mall food courts and bathrooms. Lucia will share this idea with Freida, WFI First/First Council staff lead.
- Appropriateness of vendors/consultants attending EFCC meetings. The general consensus was that it is uncomfortable having vendors/consultants attending the EFCC meetings as representatives of regions. It was agreed that there may be a need for vendors/consultants to be invited to meetings as presenters of information on topics, issues, etc.

WRAP UP:

Recap of meeting:

Lucia shared these "themes" she summarized from the meeting:

- PR/Communications efforts were enhanced by regions'/state's involvement in hurricane recovery. There was higher visibility, increased awareness (especially in rural areas) and an overall positive image of the system at local and state level.
- PPNs – many regions have them now and they are growing in membership. There is an interest in sharing best practices across regions. This could be done through a statewide meeting/workshop or through a panel at the Workforce Summit this fall.

- Difficulty in getting consistent reliable data/numbers (positive performances/outcomes that we can use in public relations efforts/materials)
- Need more market research to ensure we are achieving the outcomes we are trying to achieve. This means we need to be able to communicate and show the value of it to others.
- Are business liaisons conveying the same message the PR/Communications staff are trying to convey?
- OSMIS, specifically the Wagner Peyser “public face” function – many questions, many concerns.
- Email communication problems throughout the state. Everyone needs to keep this in mind when sending anything important, time-sensitive, etc. via email.

Miscellaneous discussion:

Regional Collaborations. Tampa and St. Pete collaborated on ad for Business Journal: S. Fla. CEO Newsletter. Also co-sponsored an ad with Miami, Broward and WPB. On-line advertising.

Meeting format. Lucia requested feedback on the meeting format. Everyone agreed to keep updates to five minutes. Limit topics to 3-5 issues. Lucia will send draft agendas to group further in advance for prioritizing. Noting the group has had a full year of meetings Lucia said she will develop a survey to send and solicit preferences regarding location, dates, usefulness of the meetings, etc.

Follow-Up/Exchanges:

- Kelly will send Priscille information on trademarks, logos, registered marks.
- Jessica will send all web-link to copyright site.
- Susan wants info on training business reps (does this tie in with H/H Summit?) Jamie has this information and will send it to Susan? Lucia?all? Some info on Dynamic Institute website.
- Jason needs info on Territory Market Research.
- Interfacing w/business reps. – What is their job? Hold a forum to discuss how we can work better together. Joint meeting?
- Employer Services Reps. are not always H/H Committee Chairs. Business reps are the wrong contract for outreach. Lucia will clarify this w/Andra.

- Recommend having Exec. Dir. from meeting area attend our meeting and report back to their professional association - FWDA.

NEXT MEETING: May 5 & 6. Rosanne will check for locations and rates.