

EMPLOY FLORIDA COMMUNICATION CONSORTIUM MEETING
MAY 5 - 6, 2005
 Florida Mall Hotel, Orlando
MEETING SUMMARY

Attendance

<u>Region/State Org.</u>	<u>Representative</u>	<u>Regions not attending:</u>
2	Jan Pooley	1,3,4,5,7,9,16,19,20
6	Melba McCarty	
8	Candace Moody	
10	Lisa Nichols	
11	Sharon Warriner	
12	Kim Cornett	
12	Jason Lietz	
13	Joan Van Scyoc	
14	Jacqueline Skryd	
15	Jamie Melendez	
17	Susan Clayton	
18	Martha Robinson	
21	Steve Craig	
21	Carol Carlson	
21	Denny Abbot	
22	Kelly L. Allen, APR	
24	Priscille Chagnon	
AWI	Jessica Cary, APR	
WFI	Lucia Fishburne	

DAY 1 – Thursday, May 5th

INTRODUCTIONS AND UPDATES:

Susan Clayton (17) reported:

- FPRA clothing drive resulted in 278 outfits for their clothing closet.
- Success at Work (SAW) program
- Local SHRM chapter has Work Readiness initiative
- \$1500 sponsorship of *Parade Classroom* overwrap – part of Newspapers in Education – will go to every Middle and High School in area

Martha Robinson (18) reported:

- Suncoast received a NAWB Ted Small Award
- Writing in conjunction with board committee a communication plan for next year
- Quarterly job fairs
- Redesigning trade show booth

Priscille Chagnon (24) reported:

- Involved with RFP process for 2005-2006 WIA Adult, Dislocated Workers and Welfare Transition programs
- Working on Youth Projects
- Developing “pre-high school” brochure
- Working with vocation school to produce career awareness video
- Career Channel 24 CD (handed out copies)
- Employer Workforce Guide completed and distributed (provided sample)
- Communications Representative Group training done – 20 attended. The group includes key contact people in one-stops – not just media/PR people.

Kelly Allen (22) reported:

- Current large projects are focused on youth
- They were offered almost \$1 million from community partners to implement a summer youth program that will serve 500 youth – some will get credit toward college careers in health sciences). It was marketed to employers as a way to strengthen the community. Youth will be placed with municipalities and large non-profits and will be paid minimum wage.
- Held very successful youth job fair April 29 – no final numbers yet but do know that over 500 youth attended and more than 50 employers were onsite; heard great feedback about how well-prepared job seekers were (youth were required to attend employability skills workshop in order to attend the job fair)
- Employer Awareness Survey completed and report received. Shared copies with all.
- Co-sponsored “Best Places to Work” event – got a lot of coverage and positive feedback. [Note: 6 other regions in attendance indicated they do/are involved in a similar event in their areas]

**** Discussion regarding a statewide version of such an event perhaps in conjunction with Florida Trend – Lucia will follow up *****

Jan Pooley (2) reported:

- They will co-sponsor Workforce Excellence awards (like region 17’s Success Rally)
- Provided technical assistance to CHOICE replication grant awardees
- Developing a Manufacturing Career campaign (with NAM) to address manufacturing pipeline issues identified by EFI/WFI. To be patterned after the “Dream it, Do it” campaign. Also developing CHOICE institutes for manufacturing with marketing campaign directed to students and parents.
- Several job fairs (Spring attracted 75 employers)
- Military Spouse Advocate Pilot Program very successful – one of two in Florida
- June 2nd – *Reach for the Stars* conference for professionals seeking jobs – will include motivational speakers, stress management sessions, etc.
- National Work Readiness Credential testing pilot completed (credential to be roll out in 2006)

Kim Cornett (12) reported:

- Revamping employer communications – creating two levels of job orders, new postcards, scripts, etc. to ensure consistency in message.
- Follow up to Orlando Sentinel article – met with managing editor and business editor (along with CEO, Board Chair and VP). Purpose of the meeting was to educate them as to who WCF is and what they do. They asked to be re-assigned from the social service writer to the business writer – they were. As a result they are getting more and better coverage. They will ask for an editorial board meeting after the legislative session is over.
- Their e-newsletter distribution list has grown to 5,000. She is using guest experts to write articles. They have direct links to job orders via side bar ads. She is able to count the number of people who open and read which articles. They are using www.enebuilder.com. Stats are off by as much as 30% (less than actual readership). Distribution list has been built from customers who list jobs, business cards collected at their annual Summit, expo's and business outreach.

Jessica Cary (AWI) reported:

- She and Warren are buried with Voluntary Pre-K and minimum wage related inquiries, releases, etc.
- 5-in-1 posters – since minimum wage will change again she will look into getting PDF version created that could be downloaded from state and local websites.

Jason Lietz (12) reported:

- Re-did employer video
- State of the Workforce Summit was a success – 400 attended (got 300 surveys back – 100% said they would come back next year)
- Collecting all one-stop material and re-doing it (is it appropriate – does it meet brand standards, etc.) Some of their one-stops have created their own forms to meet a need.
- Re-did Work Readiness Flyer
- Obtained \$4,000 sponsorship for their Summit
- *Bendy People* take-away was given to participants – theme: “*we’re bending over backwards for you.*” [shared sample]

Jamie Melendez (15) reported:

- This is her one year anniversary meeting.
- Held a successful Professional Career Fair in March – had 400 attendees (mostly males over 40) looking for executive jobs.
- They have been focusing on media relations and are being turned to as the experts
- Some of the topics of interest from their area media are: “boomeranging” (re-hiring retired workers), youth (hiring patterns), youth entrepreneurship.
- They will be awarding scholarships next week to TANF eligible. Scholarships are purchased through the state pre-paid tuition program.
- She has been invited by FPRA to be an employer service expert in marketing to EARN.

- Creating a video for Welfare Transition Program in response to DCF streamlining their eligibility – the 8 minute video will be on the website and will facilitate “upfront diversion”.
- They are upgrading their website to include a self-service “eligibility component” as well as a similar assessment tool for Passport participants.

Steve Craig (21) reported:

- Issued an RFP for Outreach – Moore Consulting won.
- Issuing an RFP for new service provider.
- PPN radio and TV spots produced
- Magazine article [Lucia missed the name of the mag – please provide]
- May replicate Orlando’s Hispanic Summit
- Closing Delray center and opening a new center at beach
- Oppenheim research contacted over 7,000 employers in Palm Beach County [please make sure this is correct and what they contacted them for]
- Biotech workshop with FAU

Denny Abbot (21) reported:

- HUBZone (Historically Underutilized Business Zone) Program/Business Opportunity Day - successful strategy they are using to engage small business. The Business Opportunity Day held in March, 2005 pulled together small business owners and buyers/procurement officials from both the public and private sectors. They established a Planning Committee of business owners, Chamber of Commerce Directors, and elected officials to foster a team effort. They took 20 buyers on an airboat and bus tour of our area. After lunch, they moved to the "business match-making" room where 20 local business owners each had a 6 foot table with a business sign. Many owners brought examples of their products---a uniform company brought several racks of uniforms, as well as shoe samples. Each buyer spent 10-12 minutes with each business owner, who explained their product/service. If the buyer purchased products/services offered by the business owner, the buyer explained how the owner could do business with them. They have had outstanding feedback from buyers and owners, many already reporting new business with buyers they met. They also learned that several business owners are now doing business with other owners they met during the day. They plan to make Business Opportunity Day an annual event for our area.

Denny provided the following background info via email after the meeting:

The HUBZone (Historically Underutilized Business Zone) program is designed to stimulate economic development and create jobs in economically depressed areas with high unemployment and low median household incomes. There are 4 ways a HUBZone certified business can benefit:

1. If 2 or more certified businesses submit a bid on a federal contract, the contracting officer must set the bid aside for HUBZone competition only.

2. If the proposed contract is less than \$3 million (\$5 million for manufacturing), the contracting officer may sole-source it, without competition.

3. If the low bidder for a contract is a large business (as defined by the Small Business Administration), a HUBZone certified business will receive a 10% preference on his/her bid.

4. All large federal contractors (over \$500,000 annually in FL) must subcontract 5% to small certified companies.

There are 4 requirements a business owner must meet to qualify for HUBZone certification:

1. The business must be a small business by SBA standards. The limits are pretty high---retailing is \$5-\$21 million annually, construction is \$13.5-\$17 million, manufacturing is 500-1500 employees, etc.

2. The owner must be an American citizen.

3. The principal place of business must be located in a HUBZone.

4. 35% of full time employees (30 or more hours per week) must reside in a HUBZone (it can be a different zone from the business location).

HUBZones are designated in metropolitan and non-metropolitan counties. For non-metropolitan counties, the entire county either qualifies or it doesn't. In metropolitan counties, HUBZones are based on qualified census tracts. To make the initial determination whether a business is located in a HUBZone, go to the HUBZone web site at www.sba.gov/hubzone (all the above information is here). On the bottom left of the page, you can type in an address and the map locator will show if the business location is in a HUBZone.

Carol Carolson (21) reported that she is brand new on the job!

Candace Moody (8) reported:

- Redesigning their website
- The new City Council President of Jacksonville wants to put workforce development at the forefront
- Workforce Summit
- Self-producing a video
- She's doing media relations training at the University (business students)
- Developing their fee-based services – contract with community college to conduct regular focus groups and monthly report of placements; providing tech support (laptops and people) for company job fairs and recruiting events.
- Purchasing VideoUSA – video interviewing techniques software – will partner with newspaper to feature it at their large job fair.

Sharon Warriner (11) reported:

- Continuing to work on media relations – becoming the source for info

- New Business Center lead – Lori Stone Maushund, Director of Business Development and Corporate Communications
 - Board staff will be under a single roof for the first time
 - New building – “WDB Center for Business Excellence”
 - Developing their communication plan with a continued emphasis on event-based marketing
 - Staffing agencies are using their resources more as the number of jobseekers diminishes
- *** discussion regarding using Saturday and “targeted” job fairs to attract more people (especially those already employed)
- *** discussion regarding the need to follow up on staffing agencies issues – Lisa Nichols volunteered to be the lead in collecting from the reps via email what the issues are, solutions/strategies currently used, etc.

Melba McCarty (6) reported:

- Issuing RFP for service provider(s) - new one-stop operator, new youth services, new business services (modeled after Brevard). They hope this will help with past performance issues.
- Organized an successful community fair with emphasis on employment – will repeat annually.
- Faith-based initiative – hosting FBO leaders to inform them of one-stop services.

Jackie Skryd (14) reported:

- Closing three one-stops and opening eight - partnering with St. Pete College (five are on college campuses). They are breaking up larger centrally located one-stops into 3-4.
- Employer Seminars – 1-2 per month – free to businesses. Topics include FMLA, tax incentives, etc. AWI staff conduct them. About 40 businesses have participated with 20-60 attendees.
- Had decided they won't re-brand PPN but will instead brand a new service branch for professionals – will create/plan new materials and website.
- WorkNet is the lead for the *Silver Hat Awards* – to recognize older workers and their employers (Sept. 29th).

Lisa Nichols (10) reported:

- Responding to an RFP
- Submitting nomination for NAWB award (demand-driven)
- In March they brought Wendy Worman (Lake Wales) in to do public speaking training for key staff. It was a full day and included videotaping.
- Organized a January Workforce Conference which involved solicitation of sponsors for the event - did not get enough. Did receive an image award from local FPRA chapter.
- Developed new business services materials and a new website
- Coordinating the May12th UCF/FCC job fair.

Joan Van Syoc (13) reported:

- Completed a year long cable TV campaign focusing on job seekers. Found it to be more efficient than using the newspaper as they could target audiences better (used Comedy Channel and Travel Channel which have a high viewing rate by unemployed people). They are able to measure the impact via their online survey on their website.
- New Director (Lisa Rice) on board.
- Created a one page legislative fact sheet to send to their local representatives.
- Have a new “give-away” for their welfare transition folks: a lunch bag with items provided by local businesses (toothpaste from dentists, etc.) – get them started on the right foot. [Kelly suggested they solicit donated alarm clocks to include]
- New “leave behind” item for business services reps to give to business contacts: a “jot pad” with the rep’s business card included inside and Brevard JobLink logo embossed on the cover.
- Finally completed Annual Report (was delayed by hurricane) – TIP: Use an insert page for financial info and list of board members. It can be removed if using the report as a promotional piece.

Lucia Fishburne (WFI) reported:

- WFI has 23 new board members and a new board chair.
- The EFCC area on the WFI website has been created – she’s a little behind on posting info but will catch up soon.
- Secured the only full page ad (back cover) in DOE’s NEXT xtra! at no cost – modified the Employ Florida two page spread used in the 2004-2005 NEXT issue into a one page add with info on the Employ Florida Marketplace included.
- Finalized the Workforce Resources page in the directory of Florida Trend *Florida Small Business* – should be out within the month. Includes a full page Employ Florida ad using the current trade show booth “look” with additional info on the Employ Florida marketplace.
- WFI will be advertising for and hiring a Communications Assistant in the next month. This will enable Lucia to focus more on Employ Florida.

LUNCH BREAK

EMPLOY FLORIDA MARKETPLACE (EFM) COMMUNICATION PLAN WORKING SESSION:

The remainder of the afternoon was used to obtain input for the EFM communication plan. After a brief overview of the process and forms developed and provided by Lucia Fishburne small groups were created to develop “mini” communication plans by audience. The following is a transcript of the results of the session.

AUDIENCE: Older Workers

OBJECTIVE(s): Get older workers to use the EFM; encourage more use of the internet/computers in general

VALUE PROPOSITION: “I’m not ready for retirement but finding a job can be hard when you are my age. Even though I don’t know much about the internet and my computer skills aren’t that great the EFM is easy for me to use to search for jobs.”

“I retired five years ago but I really want to go back to work. The EFM has helped me to learn about what kind of jobs are out there and how my skills can fit into the current job market. Plus – applying online means I get a chance to sell myself before I get pigeon-holed as an old guy.”

TACTICS:

- Partner with grocery chains, other retail outlets, Senior Centers that older people visit frequently to distribute information about the EFM (bulletin boards, flyers)
- Advertise the EFM in AARP’s *Modern Maturity* and other magazines and publications geared toward the older person
- Advertise in small community (independent) newspapers
- Create and distribute an “newsletter” with workforce tips for older workers – could offer it as part of registration on the EFM
- Partner with the Department of Elder Affairs to promote the EFM through their programs (and have a link on their website)

SPECIAL CONSIDERATIONS:

- Careful messaging is needed - should get away from using the word older
- There are many different kinds of “older workers” – seniors, boomerang (returning after retiring), middle-aged
- Opportunity exists in addressing specific concerns about returning to the workplace (like being supervised by younger workers)

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AUDIENCE: Professionals seeking work

OBJECTIVE(s): Get in and out-of-state professionals (both unemployed and employed) to upload their resumes to EFM

VALUE PROPOSITION: “I can search for Florida jobs even though I currently live and work in New York. I’m not sure where I want to live in Florida but the EFM is a great way to see where the most jobs are in my profession. Also, using the EFM keeps my job searching confidential – important since I don’t want to jeopardize my current employment situation. The EFM saves me a lot of time and I can keep track of where I’ve applied for jobs. I’m a physical therapist right now but I’d like to become an RN. The EFM helped me identify what skills sets I need in addition to the ones I already have and where I can get the training to address the gaps.”

TACTICS:

- Partner with Chambers, trade publications, professional associations for wider reach.
- Outreach to PPNs (create a special bookmark or other collateral)
- Use the EFM to direct the professional job seeker to one-stops to get more in depth assistance with making a career transition.

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AUDIENCE: Students (High School)

OBJECTIVE(s): Drive students to the EFM website.

VALUE PROPOSITION: “The EFM makes it easy to locate and apply for a job. Finding a good job means more money and an exciting future.”

TACTICS:

- Continue advertising in NEXT magazine
- Obtain and communicate NEXT magazine distribution dates to local EF for follow up with local schools.
- Purchase and promote scholarships through Florida Pre-paid scholarship program
- Make website more teen friendly (college and trade/vocational career exploration)

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AUDIENCE: Students (College near-Graduates)

OBJECTIVE(s): Drive college near-graduates to the EFM website to create and upload resumes.

VALUE PROPOSITION: “The EFM is a comprehensive resource in a single tool that is easy to access for maximum job opportunities. *Message: “Let Employ Florida start working for you.”*”

TACTICS:

- Partner with post-secondary career centers
- Develop tools to help local RWBs to work with local colleges
- On campus advertising (bulletin boards, posters, etc.)

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AUDIENCE: Employers – small business owners

OBJECTIVE(s): Recognize local Employ Florida affiliate brand. Develop relationships for recruiting.

VALUE PROPOSITION: “I don’t have the time or resources to develop a professional HR department/system. The Employ Florida Marketplace helped me find a local partner to lend expertise, collect data and help me find good help.”

TACTICS:

- “Ask an Expert/Professional” on the website (for labor law, taxes, hiring, etc.) – also offer webinars
- Disburse information through small business office/business licensing, utility bills
- Advertise in the Small Business Development directory (north and south)
- Reach out to attorneys and accountants
- CBT for small business (fair hiring, job descriptions, etc.)

###

AUDIENCE: Employers (Targeted industries) specifically HR Professionals and Executives

OBJECTIVE(s): Locate and establish relationships with local affiliates; list jobs with affiliates; use the EFM as a resource for LMI; explore local markets for expansion.

VALUE PROPOSITION: “The EFM is an easy and convenient way for me to locate my local affiliate. I can post jobs and learn about services to help my business grow. I can also research local LMI to help my business stay competitive.”

TACTICS:

- Advertise in industry/trade publications
- Sponsorships/advertising associated with Leadership Florida, State Chamber
- Employ Florida booth to conferences/trade shows
- Advertise in airports

###

AUDIENCE: Internal publics – RWB staff, RWB Board, contractor staff, AWI staff, WFI staff & Board, Executive Director Association; Partners co-located in One-Stops, RWB Committee members who may not be board members.

OBJECTIVE(s): To share current, accurate info about the EFM on a timely basis and how they can apply the EFM to their jobs; establish and encourage a reciprocal feedback communication link for the EFM.

VALUE PROPOSITION: “The EFM makes my job easier. It’s a comprehensive system that helps me to match job seekers and employers, resulting in satisfied customers every time. I depend on the EFM for up-to-date data for decision making. Overall, the EFM is my daily one-stop for employment solutions.”

TACTICS:

- Articles in the AWI Innovators & WFI Weekly Updates
- Quarterly Fact Sheet via email to highlight what's new, successes and "what's in it for me" (turn into poster for One-Stop breakrooms, board packets, etc.)
- Presentation at Workforce Summit; sponsor (stuff in bag); booth
- Train the trainer so case managers can lead customers, can input resumes and employer job orders
- Send all advertising/collateral via email to the EFCC first – this sends a message that you are important and that they know what is going on
- On-going training opportunities
- Talking points that regions can incorporate into sales presentations
- A booth at every WFI board meeting
- Annual survey (how satisfied are internal audiences; also collect success stories and opportunities for improvement)
- Open door policy for continual feedback
- Provide articles for staff newsletters
- Present annually/have booth at FWDA meetings
- Create excitement with internal publics – some type of contest
- Take booth to regional board meetings
- Add a course to Dynamic Institute on the EFM

SPECIAL CONSIDERATIONS: When reaching out to local board members, coordinate with local RWB staff.

Assumption: There will be regional training for front line staff on the EFM

Concern: Overcome double entry issue and other system bugs that might frustrate staff

###

AUDIENCE: Partners and Stakeholders: Elected Officials

OBJECTIVE(s): Getting them to understand and support our efforts and issues

VALUE PROPOSITION: "Their services support the economy and they are pro-business. They can help my constituency."

TACTICS:

- Establish relationship with legislative staff through continuous contact: send/share info; annual reports; one-stop visits; "In the News"; newsletters and other communication tools; "heads up" on issues
- Establish relationship with legislators themselves (same tactics as above)

SPECIAL CONSIDERATIONS:

- Timing: Session; holidays; scheduling (meetings); elections. Piggy back off of special events.

TIP: Track calendar issues via Online Sunshine and Administrative Weekly

- Implementation: Legislative committee – get board members to participate and act as liaisons between the organization and legislators.

TIP: Know the difference between lobbying and informational education to eliminate involvement with the political platform (especially during elections).

###

AUDIENCE: Partners and Stakeholders: State and Local Economic Development

OBJECTIVE(s): Enable networking with EDO/EDCs to gain access to business employers – existing and relocating. Workforce development resources need to be included as a benefit in the incentive/benefits package offered to business.

VALUE PROPOSITION: “We can help with: retention and creation of jobs; training dollars and resources; incentives for business growth/relocation.”

TACTICS:

- Relationship building through information, communication tools, education
- Co-marketing opportunities
- Joint strategic meetings

SPECIAL CONSIDERATIONS: Politics, regional and local industry targeting, availability of funds, economic trends and forecasts.

###

AUDIENCE: Partners and Stakeholders: Chambers of Commerce

OBJECTIVE(s): Obtain business customers from their membership.

VALUE PROPOSITION: “The regional workforce board has access to money and resources that could help our members.”

TACTICS:

- Sponsorships (volunteer services & money)
- Attend meetings and interact with members; be active on committees
- Become a member
- Gain access to membership list

SPECIAL CONSIDERATIONS: Politics; know when special chamber events are scheduled.

###

AUDIENCE: Partners and Stakeholders: Education

OBJECTIVE(s): True partnership with education institutions/agencies – state and local.

VALUE PROPOSITION: “Workforce partners can provide career path information, workforce readiness skills and recruitment of students. They can also help us increase graduation rates.”

TACTICS:

- Solicit involvement
- Involve education partners in grant programs
- Provide tours of one-stops
- Job fairs/career expos
- Provide guidance counselor training

SPECIAL CONSIDERATIONS: Politics, school calendar, government, union, lawyers, school board.

###

DAY 2 – Thursday, May 6th

III. MEASUREMENT & EVALUATION:

A general discussion took place regarding state and local surveys and results. The state-level Customer Satisfaction (Brandt) Survey was discussed. The following concerns were expressed:

- Poorly written questions
- Sample size too small
- Need to check sampling methodology – does it sample a variety of customers e.g. small and large employers)
- Would like to see the script

Representatives offered ideas for local and state surveys including:

- Need to measure penetration (how many customers are we reaching)
- Segment sample by targeted industry
- Segment sample by company size
- Metro and rural should be sampled (and measured) differently
- Need perception questions
- ROI survey needed

WorkForce One Employer Survey: Kelly Allen (Region 22) provided copies and gave an overview of the recent (January 2005) Employer Awareness Survey her

region conducted using Oppenheim Research. The survey cost around \$12,000 and had a 76% response rate. High points of the results included:

- Almost 60% of the interviewed employers had heard of WorkForce One and most of them had favorable opinions of WorkForce One.
- More than half of the employers interviewed said they would like more info on WorkForce One.
- Recruitment and job placement were the services most used by users of WorkForce One.

With regard to Marketing Recommendations – their biggest challenge is brand awareness.

Discussion continued on surveys and measurement and the need for more info. It was suggested that we invite Becky Rust (AWI) to the next meeting. Also suggested we invite Jay Rayburn and/or someone from Oppenheim. (Not sure about implications if they are a vendor however.)

Employ Florida Marketplace Discussion:

All agreed that there needed to be an evaluation/measurement component built into the Employ Florida Marketplace communication plan. It was suggested that we benchmark prior to the official/formal launch of the EFM. Items of interest include:

- Ease of finding information
- How they learned of the site
- What areas of the site receive the most traffic
- Number of resumes posted
- Number of jobs directly posted (not spidered)
- Segmentation of users by zip code
- “Self-service” or “facilitated” customer

A couple of questions regarding the EF/EFM should be included on state level surveys – examples: “Have you ever heard of Employ Florida?”; “Have you ever used Employ Florida to locate local workforce services?”

A general discussion of OSMIS and EFM problems occurred. Concerns included:

- Customers think problems they have with OSMIS are with the local website
- There needs to be a disclaimer for spidered jobs on the EFM
- OSMIS jobs are not on the EFM
- The registration block on the EFM is too prominent – it makes people think they have to register even if to browse the EFM
- The EFM should allow for co-branding with the local affiliate. One way would be when a jobseeker or employer logs onto the EFM. There could be a welcome message from the local affiliate: “*WorkSource, your local Employ Florida affiliate, welcomes {name} to the Employ Florida Marketplace.*” – or - “*Welcome back {name}. WorkNet Pinellas is your local Employ Florida affiliate.*”
- There needs to be better communication between the state and the regions regarding the EFM.

Other Discussion: There was a brief discussion regarding relationships with staffing firms. Great differences region by region. Agreed that this would be a good topic for next meeting.

MEETING WRAP UP:

Lucia asked members to complete the evaluation/feedback form provided and turn it in. Fifteen forms were turned in. Here are the results:

Meeting Evaluation/Feedback

5 = Exceeded expectations 3 = Met expectations 1 = Did not meet expectations

I. Meeting Rating (includes individual ratings for meeting purpose; format; topics/issues discussed; materials/handouts; and peer exchange):

Eighty-seven percent (87%) of the responses rated the meeting as exceeding their expectations.

II. Location (includes geographic and meeting room/facilities):

Seventy (70%) of the responses rated the location as meeting or exceeding their expectations.

III. Future Meetings:

Two thirds of the responses indicated a preference for meeting four times a year. The second preference was three times a year (26%).

The majority of the responses (62%) indicated a preference for rotating the meeting locations around the state with the next preference being a central meeting location.

A little over one third (38%) of the responses indicated a preference for meeting near the airport with the remainder of the responses fairly equally distributed across the other location choices (downtown, one-stop, resort, attractions, shopping).

Open-ended responses for future issues/topics were:

- Website/Developer (GeoSol) presentation of Employ Florida Marketplace for the purpose of getting answers as to how they see it working, integrating with OSMIS etc.
- State job fair follow up
- Discussion of common issues of outreach
- Benchmarking what we do (awareness, etc.); what is Florida's workforce providers future; where are we headed?; how do we position local outreach efforts?

- Continue the “around the room” regional reports; current/upcoming issues; strategic issues
- Staffing company issues; LMI; fee for services/products
- Targeted marketing info
- Employ Florida Marketplace; non-traditional marketing efforts; job seeker communication in the one-stop centers

Open-ended comments/suggestions were:

- Always helpful – finally a meeting to look forward to
- Great exchange of information
- Keep the first day of this meeting regional reporting and discussion and use the second day for training/issue discussion
- This is a valuable networking opportunity. We have grown in value to each other and in the output/input we provide the Employ Florida project.
- Regarding state survey questions: the questions are worded negatively; have the survey callers identify the name of the one stops they are calling on behalf of; have they received customer service training?; a question should be asked as to whether they would like someone to call them back
- This forum is invaluable; the majority of us have under staffed departments so this is a huge benefit; most enjoy the idea exchange and sharing of materials
- Regional report outs need to be shorter
- Tallahassee would be a good location

MEETING ADJOURNED