



CareerSource Citrus Levy Marion
2703 NE 14th St.
Ocala, FL 34470

MARKETING AND OUTREACH COMMITTEE AGENDA

Wednesday, August 12, 2026 – 9:00 a.m.

Zoom Meeting: <https://us02web.zoom.us/j/87137619627>

Phone No: 1-646-558-8656 (EST) Meeting ID: 871 3761 9627

Call to Order
Roll Call
Approval of Minutes, May 13, 2026

J. Murphy
C. Schnettler
J. Murphy
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DISCUSSION ITEMS

State Update
Workforce Issues that are Important to Our Community

R. Skinner
R. Skinner

PUBLIC COMMENT

ACTION ITEMS

None

PROJECT UPDATES

Williston Airport
Event Report
Website Update
Marketing and Outreach Report

R. Skinner
M. Saco
D. French
D. French
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MATTERS FROM THE FLOOR

ADJOURNMENT

2026 – 2027 MEETING SCHEDULE							
Performance/ Monitoring	Business and Economic Development	Career Center	Marketing / Outreach	Education and Industry Consortium	Executive	Full Board	
Unless noted otherwise all committee meetings are held at CareerSource CLM, 2703 NE 14 th Street, Ocala, FL 34470							
Tuesday 9:00 am	Wednesday 9:00 am	Thursday 9:30 am	Wednesday 9:00 am	Thursday 9:00 am	Wednesday 9:30 am	Wednesday, 11:30 am	
8/4/2026	8/5/2026	8/6/2026	8/12/2026	8/13/2026	9/29/2026	9/30/2026	CF Levy
11/3/2026	11/4/2026	11/5/2026	10/28/2026	11/12/2026	11/18/2026	12/16/2026	CF Ocala
2/2/2027	2/3/2027	2/4/2027	2/10/2027	2/11/2027	2/24/2027	3/3/2027	CF Lecanto
5/4/2027	5/5/2027	5/6/2027	5/12/2027	5/13/2027	5/26/2027	6/9/2027	CF Ocala

OUR VISION STATEMENT

To be known as the number one workforce resource in the state of Florida by providing constructive tools and professional supportive services that are reflected in the quality of our job candidates and meet the needs of the business community.



**CAREERSOURCE CITRUS LEVY MARION
Marketing and Outreach Committee**

MINUTES

DATE: May 13, 2026
PLACE: 2703 NE 14th Street, Ocala, FL 34474
TIME: 9:00 a.m.

MEMBERS PRESENT

Al Jones, Chair
John Murphy
Kathy Judkins
Lisa Varner

MEMBERS ABSENT

Darlene Goddard
Staci Bertrand

OTHER ATTENDEES

Rusty Skinner, CSCLM
Dale French, CSCLM
Cory Weaver, CSCLM
Laura Byrnes, CSCLM

Melissa Saco, CSCLM
Cira Schnettler, CSCLM

CALL TO ORDER

The meeting was called to order by Al Jones, Chair at 9:00 a.m.

ROLL CALL

Cira Schnettler called roll, and a quorum was declared present.

APPROVAL OF MINUTES

John Murphy made a motion to approve the minutes from the February 11, 2026, meeting. Kathy Judkins seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner updated the committee on the following items:

- Initial budget allocations have been released, and the preliminary budget will be brought before the next Executive meeting.

Workforce Issues that are Important to Our Community

No issues were shared.

PUBLIC COMMENT

No Public Comment

ACTION ITEMS

None

PROJECT UPDATES

Williston Airport

Strategic planning for the airport is moving forward despite the EDA grant request still being reviewed. Phase 1 of the labor market study is complete, and Phase 2 has an anticipated completion by the end of June. We are happy to report on the success of nine Levy County students which have enrolled in the drone program that CF is hosting. This short-term training program ends in July.

Event Report

Melissa Saco highlighted items from the Event Report.

Website Re-Design

Laura Byrnes reviewed updates on the website redesign. Phase 1 is complete, and Phase 2 is in development with an anticipated completion date in June. A launch date has not yet been set.

Marketing and Outreach Report

Laura Byrnes reviewed the report included. She noted that the brand refocus will primarily be a messaging shift toward workforce development. Efforts will include utilizing social media outreach, marketing to youth, and promoting short-term training opportunities. Kathy Judkins added that she heard positive feedback on the Heart of HR Conference and recognized the efforts of organizing a local event.

MATTERS FROM THE FLOOR

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:30 a.m.

APPROVED: _____

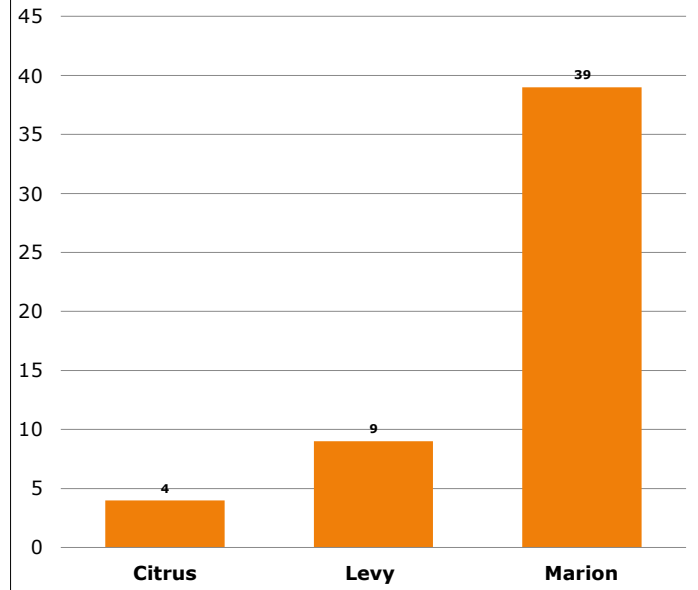
PY 25 - 26 Individual Events

Total Events: 44
Attendees: 1402
Reported Hires: 342

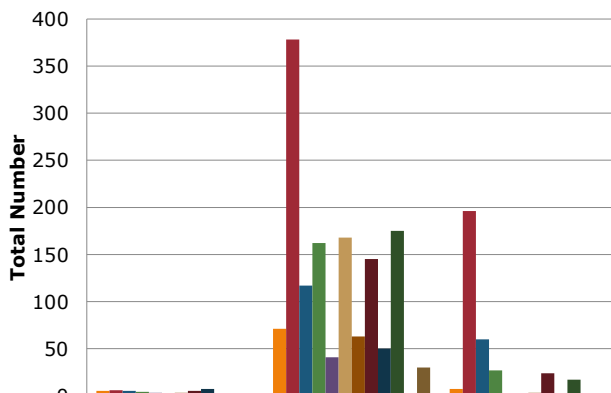
PY 25 - 26 Job Fairs

Attendees: 1158
Businesses: 124
Confirmed Hires: 36

Job Fair and Hiring Events by County PY 25-26

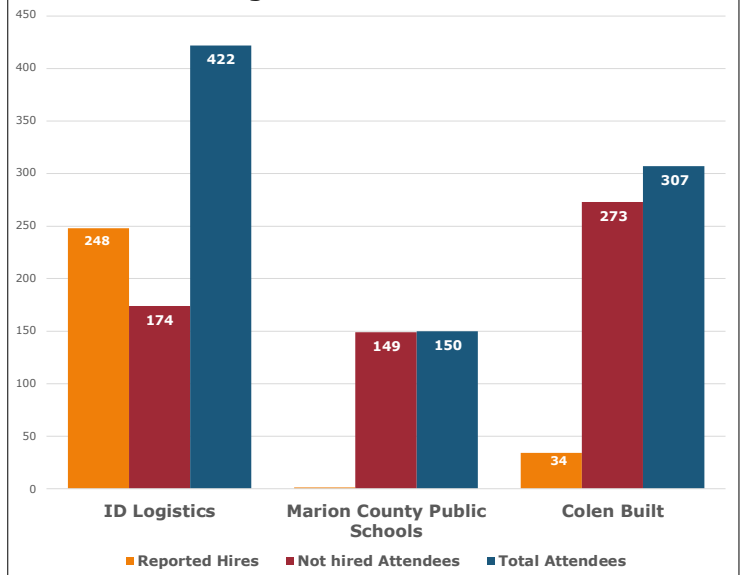


Individual Hiring Events



	# of Events Held	Attendees	Reported Hires
July	5	71	7
August	6	378	196
Sept.	5	117	60
Oct.	4	162	27
Nov.	3	41	2
Dec.	2	168	1
Jan.	3	63	3
Feb.	5	145	24
Mar.	7	50	2
Apr.	1	175	17
May	2	2	2
June	1	30	1

Top 3 Hiring Events Program Year 2025-2026



Other Individual Hiring Events 4/2026 - 6/2026

Event Date	Event Name	Event Location	County
5/7	Zero Hour Life Center	Lecanto	Citrus/Marion
5/19	Florida Department of Corrections- Cross City	Chiefland	Levy
6/12	Lockheed Martin	Lockheed Martin	Marion

OUTREACH/MARKETING COMMITTEE | AUG 12, 2026

COMMUNICATIONS PRIORITY PROJECTS

SUMMARY: Communications has advanced workforce development promotions, website launch preparations, Levy County move outreach, and Fiber Optic Bootcamp marketing. The highest-priority next steps are securing the revised website development version by Aug. 14, scheduling communications staff training for early September, and launching the new site by Oct. 1. Additional efforts moving forward focus on building momentum for the November bootcamp through open house and information sessions.

WORKFORCE DEVELOPMENT FOCUS: CUSTOM BUSINESS TRAINING, ON-THE-JOB TRAINING, PAID ADULT INTERNSHIPS/CAREER EXPERIENCE TRAINEE

- Created Business Development email template with embedded Custom Business Training (CBT) Reel for the CBD team's personalized distribution to customers
- Launched CBT campaign with video on Facebook and LinkedIn
- Produced additional Business Testimonials (shortform videos, photo/statements): Alice Avery/E-One (CBT), Ana Sosa/BB Graphics (OJTs) along with two hires, and another CBT testimonial is in the pipeline for Felicia Forgét/FandH in Homosassa.
- OJT and Internship Reels produced and ready to deploy when requested
- Customized email templates for OJT and Internships in the works for Business Development when ready to distribute
- Revised Business Success Story Questionnaire to refocus on workforce development, provided talking points and more comprehensive one-sheeter for the Business Development Team to assist in identifying/securing testimonials
- Continue realignment of strategic communications in sync with new focus
- Revised collateral ready to produce as inventory is used up

WEBSITE [REDESIGN]

- Appleton notified we are committed to launch Oct. 1 (preferably sooner)
- Received website development version for review on July 10; completed deep dive of site and submitted consolidated launch review notes July 16; received confirmation July 17 that the feedback items were under review.
- Additional outreach July 20 re: out of office July 22-30.
- Notified Appleton on Aug. 3 that revised development version was needed no later than Aug. 14 (preferably sooner); Appleton confirmed it is "actively in motion" and that they held a review meeting Aug. 3 to "internally align on next steps."
- Expect receipt of master list of additional notes/questions by Aug. 5 and will work through those.
- To come: schedule comms staff training for early September with launch window by mid-September but no later than Oct. 1.

LEVY COUNTY CAREER CENTER MOVES

- Completed earned and social media campaigns and placed digital banner ad to promote the new Bronson center
- Coverage in the **Levy Citizen**, **HardisonInk** and **352Today**
- Hours of Operation signage produced/delivered to CF/Chiefland and Bronson
- Resource Room panel displays updated

FIBER OPTIC BOOTCAMP

- Customized outreach sent July 7 to editors and reporters at 20 media outlets across all three regions. Coverage includes **352Today*** (Levy County), **Levy Citizen*** feature and Around Town (Chiefland, Williston, Bronson and surrounding Gulf Coast area), **HardisonInk** (Levy, Dixie and Gilchrist counties), **Riverbend News** (Live Oak/Suwannee County), **Gilchrist County Herald** (Gilchrist County) and **Main St. Daily*** (Columbia, Dixie, Gilchrist and Union counties). **Note: Stories featured photos we submitted*
- Landing page updated: <https://careersourceclm.com/broadband>
- Targeted digital campaign (Facebook and Instagram) ads ran across all three regions. Projected total spend of \$1,026. As of July 24, the campaign resulted in:
 - **Region 10:** 180 landing page views
18,455 impressions
 - **Region 26:** 368 landing page views
42,275 impressions
 - **Region 6:** 516 landing page views
59,245 impressions
- Digital ad (Levy, Dixie and Gilchrist counties) linked to Broadband landing page
- Companion flyers updated and provided to each region
- Bootcamp held Aug. 3-7 / Class enrollment met requirement target
- Upcoming: working with Michele Schulze for series of Open House/Information Sessions, possibly co-hosted by CF, to promote the November bootcamp, these will run alongside other PR/Marketing efforts.

NOTE: Coverage in the **Citrus County Chronicle** and **chronicleonline.com**, **Riverland News**, **Levy Citizen** and **HardisonInk** highlighting new board leadership and members and recognizing outgoing members.