



Wednesday, August 18, 2021 9:00 AM
ZOOM Meeting

Youth Development Committee Agenda

- I. **Welcome and Roll Call**Tom Aderhold, Chair
- II. **Pledge of Allegiance**Tom Aderhold, Chair
- III. **Public Comments**
- IV. **Summer Job Connection Experience** Young Adults & Employer
- V. **Presentation**..... Roy Sweatman
- VI. **Action/Discussion Items**
 - 1. Approval of Minutes – May 19, 2021, Youth Development Committee Mtg..... Page 2
- VII. **Information Items/Programs Update**
 - 1. PY 20-21 Youth Performance Strategic Goals Update.....Chad Kunerth & Team Page 5
 - 2. Continuation of Out of School and In School Youth Conchita Canty-Jones Page 12
 - 3. Performance Watch Report Chad Kunerth, Page 13
 - 4. Summer Job Connection UpdateJennifer Wilson, Page 14
 - 5. Public Relations/ Marketing UpdateDoug Tobin, Page 16
- VIII. **Future Business**
- IX. **Adjournment**

Next Youth Development Committee Meeting: November 17, 2021





Action Item # 1

Youth Development Committee Meeting Minutes May 19, 2021

CareerSource Tampa Bay Minutes of the Youth Development Committee Meeting

Date: May 19, 2021
Location: Zoom Meeting

Call to Order: Tom Aderhold called the meeting to order at 9:00 a.m. There was a quorum present, with the following Youth Development Committee members participating.

Members in Attendance

Tom Aderhold, Dr. Vanity Barr-Little, Felicia Bell, Leerone Benjamin, Scott Brooks, Dr. Ginger Clark, Geordie Hyland, Richard Padilla, Roy Sweatman, Thayne Swenson, and Jason Woody.

Members not in attendance

John Howell, Jim Junecko, and Ocea Wynn.

Staff Present

John Flanagan, Jody Toner, Doug Tobin, Chad Kunerth, Kay Jefferson, Nicole Beverley, Michelle Schultz, Michelle Zieziula, Christina Witt, Conchita Canty-Jones and Tammy Stahlgren.

County Liaison

Kenneth Jones.

Others Present

Ashlee Weber, Thomas Fletcher, Joanna Ortiz, and Luz Miranda.

The agenda items are listed in the order of discussion.

- ▶ Indicated Committee Action
- Indicates Action Needed

Pledge of Allegiance

Tom Aderhold led the Pledge of Allegiance.

Public Comments

There were none.

Presentation

Ashlee Weber of Moore's Communications Inc. gave a presentation on the Youth Branding Survey results and Youth Website update.

CSTB Marketing continues to work closely with the Youth Leadership Team on rebranding and developing a new Youth & Summer Job Connection website. Moore's Communications and the branding committee came up with the following:

Proposed Youth Name: Tampa Bay Hires
Proposed Summer Job Connection Name: Tampa Bay Summer Hires
Tagline: Building Tomorrow's Workforce

The rebranding effort included market research conducted by Moore's Communications Inc., internal polling of staff and the Leadership Team.

Moore's Communications reached out to a focus group of 6 young adults to survey for the rebranding campaign. The rebranding survey was also emailed to all CSTB Staff, and their responses coincided with the focus group's survey responses. Moore's Communications is doing a statewide survey simultaneously for CareerSource Florida, and we didn't see any big differences. We know based on that research which platforms they are all on, and it is Instagram over almost everything else.

In conversations that we had with our own kids, teenagers that are young adults, that are in college, we asked the same things, and we had the same results. When it came down to the naming convention and building the brand for visual and verbal identity, the research validates our approach. It is also what we are constantly hearing in the marketplace right now.

Once the name is finalized, the next step will be for Moore Communications to provide the marketing team with a new logo and theme. We have pushed back some of the dates but still anticipate completing the website by June 30, 2021.

Moore Communications results indicate we should call them young adults instead of youth.

The following Discussion ensued:

They are open to the idea of older mentors.

Young Adults seem to respond better to text messages or phone calls rather than email.

Regarding parental concerns over safety, they rely on emails to make sure that the messaging is legitimate and to keep informed.

We should increase marketing efforts through radio, billboards, websites (i.e. Instagram, Linked in, Pinterest), schools, libraries, etc.

Use testimonials.

Third party endorsements are the best way to get the word out.

Action Item

► **Action Item #1 – Approval of February 17, 2021, Youth Development Meeting Minutes**
(Refer to page 2 of the May 19, 2021, Youth Development Committee Agenda Packet)

- A motion to approve the February 17, 2021, Youth Development Meeting Minutes.
 - Motioned: Jason Woody
 - Seconded: Roy Sweatman
- The motion carried.

Information Items

Information Item # 1 PY 20-21 Youth Performance Strategic Goals update provided by Chad Kunerth & team

(Refer to pages 5-11 of the May 19, 2021, Youth Development Committee Agenda Packet)

Due to time constraints, there was a brief overview of the goals. No discussion occurred.

Information Item # 2 Performance Watch Report update by Chad Kunerth
(Refer to page 12 of the May 19, 2021, Youth Development Committee Agenda Packet)

Fourth quarter “Employed after exit” results were 88.67% of goal. 90% is meeting goal. We have some work to be done on ensuring that we get credential attainment and measurable skills gain for our youth that are enrolled. All 24 boards combined statewide are meeting all the WIOA Primary indicators for quarter three. No discussion occurred.

Information Item #3 Summer Job Connection update provided by Christina Witt
(Refer to pages 13-15 of the May 19, 2021, Youth Development Committee Agenda Packet)

Kick off is June 1, 2021, for the Summer Job Connection. We encouraged all committee members to attend and participate in the summit.

Information Item #4 Public Relations / Marketing update provided by Doug Tobin
(Refer to pages 16-19 of the May 19, 2021, Youth Development Committee Agenda Packet)

No discussion occurred.

Information Item #5 DEO Monitoring Update – Youth Issues update provided by Chad Kunerth
(Refer to pages 20 & 21 of the May 19, 2021, Youth Development Committee Agenda Packet)

DEO has provided CSTB with a preliminary report. There were only three preliminary youth findings and other non-compliance issues. This is a good improvement from last year when there were eight findings.

The first one is related to using multiple funding sources, we've submitted documentation showing them how each fund was used, and we believe this negative finding will be removed.

The second finding is related to a data entry error entering an academic component, and that should be corrected as well.

The third finding will most likely remain, it is related to the measurable skills gain. You have to get a measurable skills gain whether the youth drops out or not, therefore it's very tough to have 100% measurable skill gain attainment.

Overall, this was a good improvement from last year.

Information Item # 6 Youth Special Projects update provided by Conchita Canty-Jones
(Refer to page 22 of the May 19, 2021, Youth Development Committee Agenda Packet)

No discussion occurred.

Future Business

None.

Adjournment

The meeting was adjourned at 10:35 a.m.
Minutes submitted by Tammy Stahlgren – Administrative Services Coordinator.



Information Item # 1

PY20-21 Youth Development Committee Goal Report

GOAL 1: INCREASE YOUTH CAPACITY FOR ECONOMIC INDEPENDENCE THROUGH PROGRAMS THAT PROVIDE WORK-RELATED EDUCATION, WORK READINESS SKILLS AND OCCUPATIONAL SKILLS TRAINING OPPORTUNITIES.

Objective 1: Maximize the use of technology and online services to meet job seeker needs.

- Identify virtual services platform to promote robust services to job seekers and employers.
 - CareerEDGE platform allows for youth to virtually access services. Virtual services include Student Success and Professional Development Modules, an interview simulator, a tool kit with a resume, job application, and cover letter builder.
 - Metrix Learning is available to all customers and contains over 5,000 Workplace Skills/Business/IT courses including 10 Career Pathways to 200 Occupations.
- Customize Employability Skills Workshops and virtual workshops for youth in multiple media platforms.
- CSTB has hired a Youth Instructor and is in the process of developing updated in-person & virtual employability skills and work readiness workshop material.

Objective 2: Increase the number of youth participants who earn a nationally recognized industry credentials including: GED, Penn Foster, Microsoft Office MOS, Hospitality, Bring You're A Game, etc.

Activity	PY1920 Enrollment	PY2021 Q4 Enrollment	YTD Enrollment
Penn Foster	26	0	26
GED	3	0	4
Microsoft Office	0	0	0
Hospitality	1	0	2
Bring Your A Game	35	0	159

Objective 3: Increase WIOA Out-of-School youth participation in Occupational Skills Training (OST).

- Enroll job seekers into training programs that lead to careers in targeted occupations with an emphasis on career laddering opportunities in the following industries CSTB Targeted Industries:
 - Healthcare/ Life Sciences
 - Manufacturing/ Logistics
 - Information Technology
 - Financial & Professional Services

- Hospitality/ Retail/ Tourism
- Trades/Construction/Transportation

Activity	PY1920 Enrollment	PY2021 Q4 Enrollment	YTD Enrollment
OST	63	7	38

Objective 4: Promote apprenticeship training and pre-apprenticeship programs to prepare youth for career opportunities.

- Last apprenticeship program for youth was back in PY1617 with 14 enrollments in Tampa Area Electrical JATC.
- Apprenticeship-to-Career Empowerment (ACE) Program will reach WIOA eligible youth between the ages of 18 to 24 from low income households with a preference for those in the foster care system and those escaping human trafficking.
- Targeted Special Projects/Youth goal to served 100 in short-term occupational skills training that will result in industry-recognized certifications and a meaningful work experience with a local employer.

GOAL 2: INCREASE WORK-BASED LEARNING OPPORTUNITIES TO YOUTH IN HIGH GROWTH INDUSTRIES INCLUDING PAID WORK EXPERIENCE AND ON-THE-JOB TRAINING.

Objective 1: Increase participation in the Paid Work Experience (PWE) and the On-the-Job Training (OJT) programs.

Activity	PY1920 Enrollment	PY2021 Q4 Enrollment	YTD Enrollment
PWE- Youth	42	5	54
OJT- Youth	2	0	0

Objective 2: Collaborate with business and workforce education to promote the work-based training opportunity to youth in industry driven training programs aligned with CSTB’s targeted industry sector needs.

PWE/OJT Employers PY2021 Q4
Bullard Family Foundation
PWE Positions
Programs Coordinator Intern

- Working with the school district to pilot an 8th period, pending revised agreement to go to the board.
- Pilot project for SYKES pending start date and potential new agreement due to recent acquisition.
- Working on a Pilot Project with Feeding Tampa Bay for PWE enrollment while they are providing short-term training.
- Working on ACE Project with BOCC for short-term certification training while they are providing PWE.

GOAL 3: EXPAND OUTREACH EFFORTS TO MAXIMIZE COMMUNITY AWARENESS, YOUTH ENGAGEMENT AND ENROLLMENT.

Objective 1: Develop and promote CSTB WIOA Youth program services as a primary source for future talent pipeline through platforms, such as LinkedIn, Instagram, Facebook, and Twitter.

- CSTB's Marketing Director has executed a contract with Moore Inc. to begin rebranding of the Young Talent Tampa Bay program name and image via statewide COOP marketing dollars.
- SJC has also hired two part-time marketing specialists to work directly with program department and marketing department to showcase the program.

Objective 2: Increase partnership capacity with key One Stop Partners, community-based, faith-based organizations and educational partners that have an emphasis on working with young adults.

- Superintendent Addison Davis provided a video for the SJC 2021 Summit kickoff event.
 - <https://youtu.be/aRgMirH43N0>
- Superintendent Davis also participated in the SJC Intern shadow day – Day in the life of with High School Student Chauncey Johnson
 - <https://youtu.be/ipV7VuBsK3A>
- Partnership and MOU with Bullard Foundation is in the works.
 - CSTB staff attended Open House event at Sligh Middle School on 8/5/2021
 - CSTB provided the Foundation with interns for PWE that assisted with coordination of the Back to School event on 8/7/2021
 - CSTB staff also volunteered and participated in Back to school event on 8/7/2021 at Raymond James Stadium.

GOAL 4: CONTINUE BUILDING ON THE ESTABLISHED SUCCESSES OF THE EXISTING SUMMER JOB CONNECTION (SJC) PROGRAM.

Objective 1: Expand innovative SJC program design to offer engaging, meaningful services to young adults outside of the traditional Paid Work Experience (PWE) internship, Career Exploration, Entrepreneurial training, etc.

- For the SJC 2021 program we are expanding the model to include:
 - Paid Internship
 - Career Exploration – virtual component even bigger and better than last year
 - Youth Leadership Academy called “Young Leaders of Tomorrow”

Objective 2: Maximize the utilization of technology, through applications that are compatible with smartphones (apple, android) and tablets, including gamifications with badges and certifications.

- CareerEDGE platform enhancements include: Youth application to include pre-screen questions, autofill for returning applicants and push notifications, enhanced document upload features & a virtual Financial Literacy component. For employers we are asking for returning applicants to be able to update previous applications, etc.

Objective 3: Continue to expand on the critical skills training workshops, online modules including financial literacy component.

- SJC 2021 Youth Portfolio – Theme “Channeling Your Inner Superhero”



Objective 4: Establish mechanism to provide credentialing to youth enrolling into the SJC program to include: Bring You’re ‘A’ Game, LinkedIn Learning, Microsoft, etc.

- 159 new students in the SJC program will be provided the opportunity to complete the BYAG as a part of program participation.

Objective 5: Increase and diversify employer participation to offer a wide range of PWE worksite options covering all CSTB Targeted Industries.

- *NOTE: For all SJC updates, please review the Information Item – SJC Program Updates.*

Objective 6: Identify opportunities to leverage appropriate non-workforce development funding and grants that align with the SJC scope. Long term goal to provide services to 10,000 youth in 10 years without workforce development funds.

- United Way Grant— Focused on SJC and Year-round WIOA Paid Work Experience enrollments
 - CSTB plans on enrolling additional PWE Cohorts in 2021
- Future Grant Possibilities:

Grants Applied	Amount	Award Funds to be Applied
GTE Foundation	\$14,530	Summer Job Connection
Suncoast Foundation	\$25,000	Summer Job Connection
Mosaic Community Investment Program	\$100,000 per year for 5 years	Summer Job Connection
United Way Suncoast	\$82,000	Summer Job Connection PY 21 22
Bank of America Economic Mobility	\$50,000	Summer Job Connection
Florida Medical Clinic Foundation of Caring	\$18,320	Summer Job Connection

Objective 7: Showcase our successes with employer engagement, partnership development and youth through: Faces of SJC (print), virtual stories, video production, Infographic, Annual SJC Report

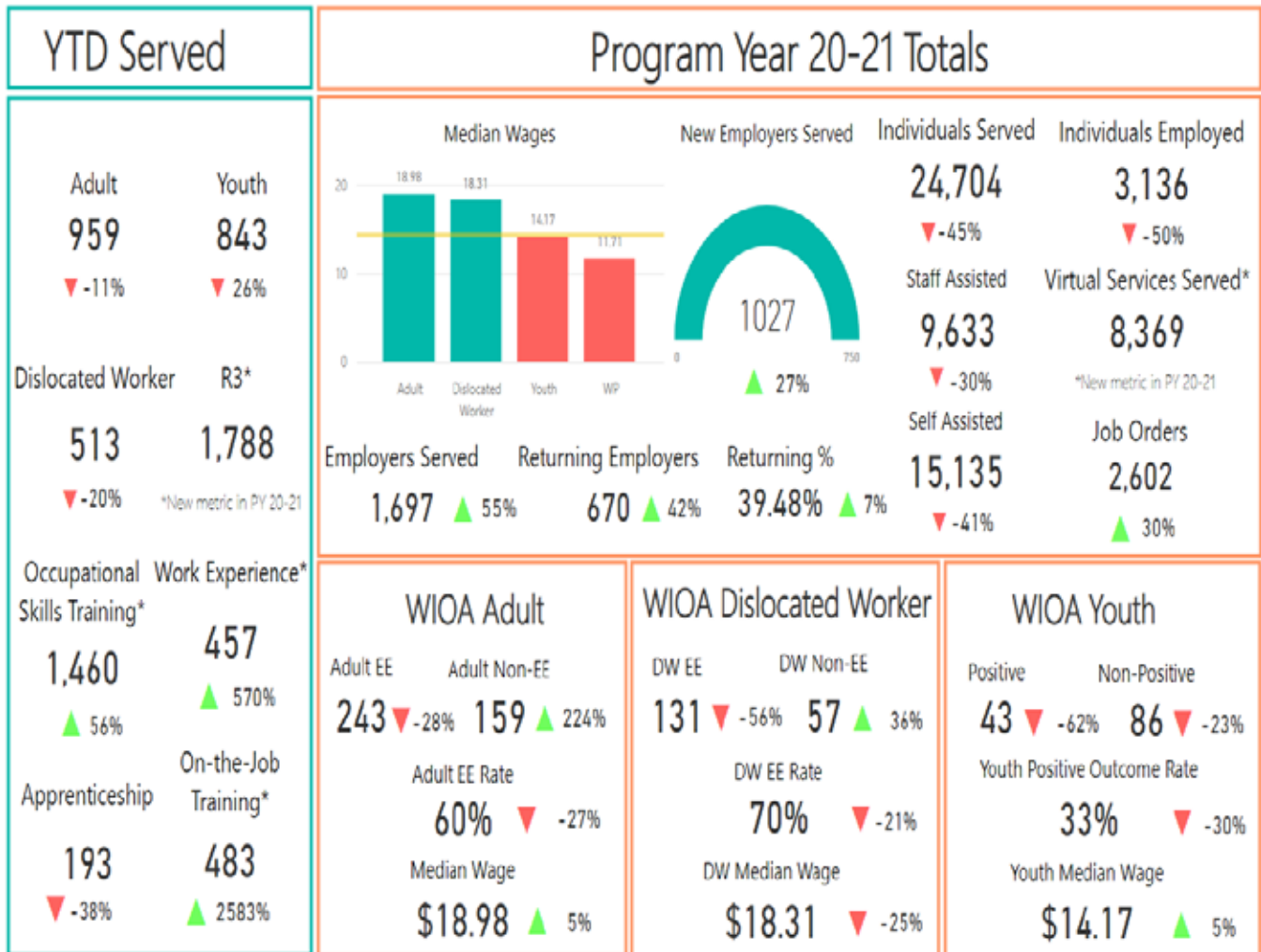
and SJC Year End Awards Celebration.

- SJC Year End Awards Celebration will be on August 27, 2021.

GOAL 5: EFFECTIVELY MANAGE KEY YOUTH WORKFORCE DEVELOPMENT PERFORMANCE.

Objective 1: Manage workforce development performance through monitoring and analysis of critical performance reports.

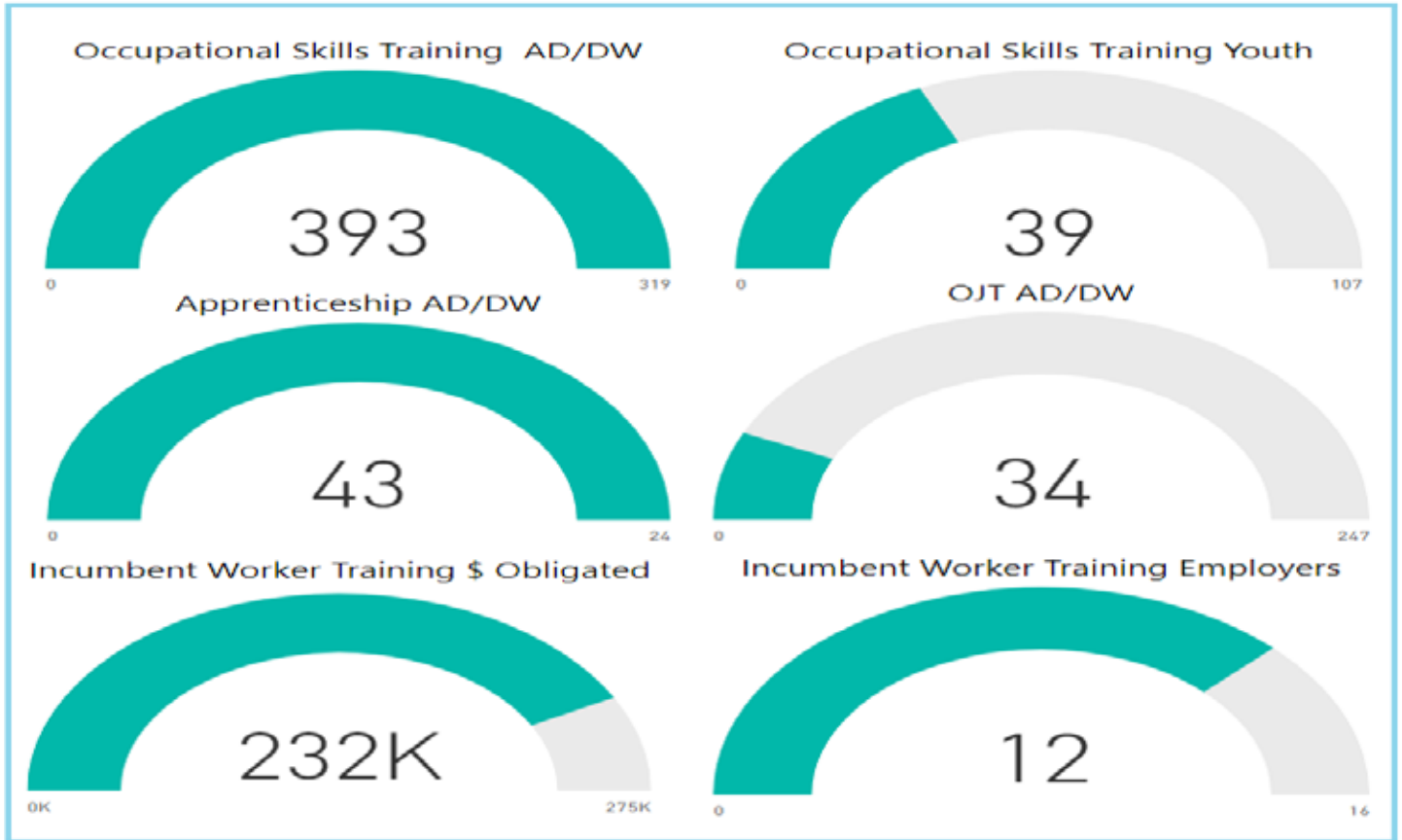
- Monitor local key performance measures as defined by the CSTB Board of Directors through the Performance Dashboard Report.



* PY 20-21 Occupational Skills Training, Work Experience and On-the-Job Training include training participants of the Rapid Response and Recovery Program (R3).
Source: Employ Florida/OSST

Last Updated
7/1/2021

Program Year 20-21 Enrollments



- Routinely review and analyze the internal WIOA Youth Performance Watch Reports by Departments.
- Analyze federal level WIOA Youth Primary Indicators of Performance on a quarterly basis and benchmark against other metro LWDB's.

LWDB 15 QTR 2 PY2021

Measures	PY 2020-2021 4th Quarter Performance	PY 2020-2021 % of Performance Goal Met for Q4	PY 2019-2020 4th Quarter Performance	PY 2020-2021 Performance Goals
Youth:				
Employed 2nd Qtr After Exit	71.40	90.38	77.30	79.00
Median Wage 2 nd Qtr After Exit	\$5,898	125.49	N/A	\$4,700
Employed 4th Qtr After Exit	71.20	85.78	81.10	83.00
Credential Attainment Rate	45.10	51.84	81.70	87.00
Measurable Skills Gain	14.40	28.80	N/A	50.00

Statewide QTR 3 PY2021

Measures	PY 2020-2021 4 th Quarter Performance	PY 2020-2021 % of Performance Goal Met for Q4	PY 2019-2020 4 th Quarter Performance	PY 2020-2021 Performance Goals
Youth:				
Employed 2nd Qtr After Exit	79.50	101.14	81.50	79.00
Median Wage 2nd Quarter After Exit	\$3,900	121.88	N/A	\$3,200
Employed 4th Qtr After Exit	76.60	104.93	80.00	73.00
Credential Attainment Rate	80.50	105.23	78.40	76.50
Measurable Skill Gains	53.00	116.48	N/A	45.50

- Analyze all WIOA Youth programmatic monitoring to include internal, contracted board, DEO or external monitoring such as USDOL.
 - Monitoring of five WIOA Youth files occurred in December 2020 with an overall QC rating of 99.42%
 - A mini monitoring of two WIOA Youth-Paid Work Experience cases also occurred in December 2020 with an overall QC rating of 100%
 - 64 WIOA Youth files have been monitored during the PY with a QC rating of 97%
 - 103 SJC Youth files have been monitored during the PY with a QC rating of 99%.
 - Detailed CSTB WIOA Youth and SJC internal programmatic reports are available upon request.
 - Next WIOA Youth Monitoring is scheduled for the week of 4/26/21
 - DEO conducted annual monitoring of programmatic files the week of 4/26/21-4/30/21.



Information Item # 2

Continuation of Out of School and In School Youth

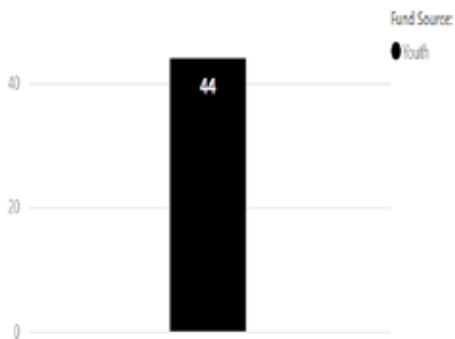
Career Source Tampa Bay is currently expanding its relationship with key community partners to enhance the work of supporting the WIOA Out-of-School and In-School Youth to support the mission of the “Talent Meets Opportunity.” The project includes connecting with high level partners and building meaningful partnerships to increase the outreach to youth that are part of the agencies that are serving them. The intent of the project is to connect these youth to the variety of resources and services at Career Source Tampa Bay to support their education and work development skills. The project has accomplished the following thus far:

- Secured 325 job opportunities with HCPS of youth.
- Developing a pilot program to support HCPS qualified youth to earn an elective credit with work development curriculum.
- Collaborating to support adding an additional site to service youth and adults at HCPS Full-Service Centers.
- Reestablished the onsite support at Erwin Technical Center.
- Supporting students with scholarships HCPS due to hardship.

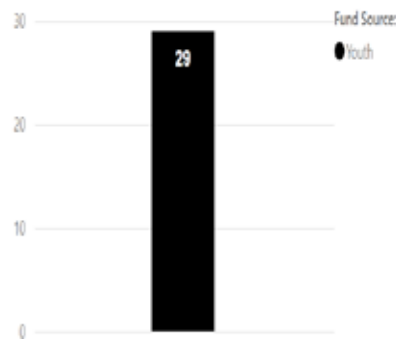
Information Item # 3 Performance Watch Report for Youth

Youth PY 20-21

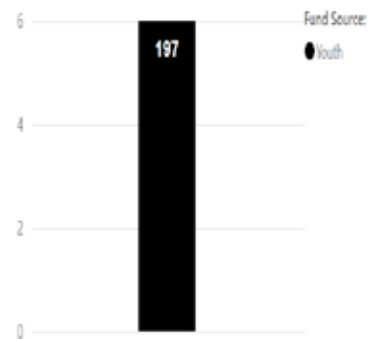
Enrolled in OST



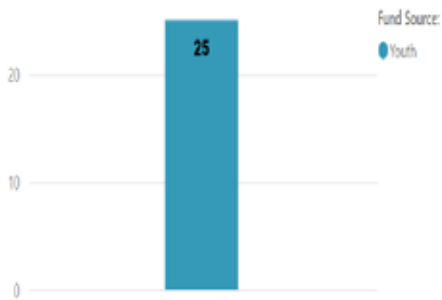
Enrolled Adult Education



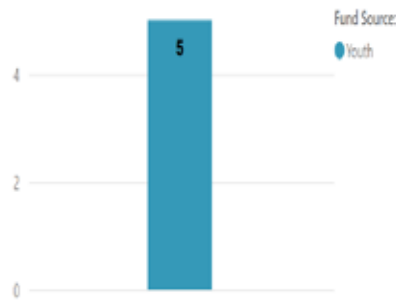
Enrolled Work Experience



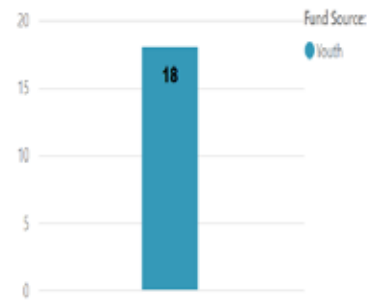
Completed OST



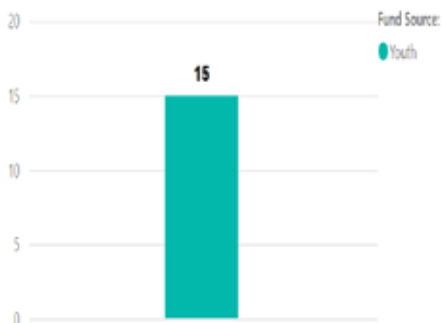
Completed Adult Education



Completed WE



Placed OST



Placed Adult Education



Placed WE



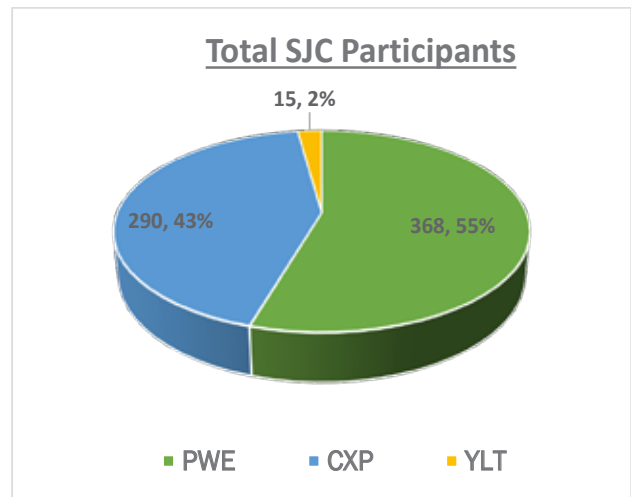
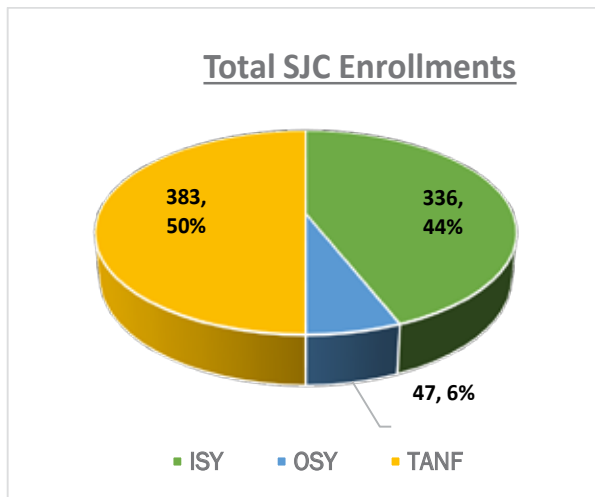
Updated
7/1/2021



Information Item # 4 Summer Job Connection (SJC) 2021 Update

Overview:

- SJC Youth applications received – **2,487**
- SJC Employer applications received – **142**
 - **Positions** - 1,050



- **SJC Program Experience Guest Speakers**
 - Worksite Employer
 - Youth
- **Conducted weekly Zoom Lunch & Learns “A Day in the Life” the following participated:**
 - Computer Coach
 - YMCA
 - Concorde Career Institute
 - Ultimate Medical Academy
 - Hillsborough County Public Schools
- **SJC Newsletter** - <https://venngage.net/pl/wemmVecv5dE>
- **SJC Year End Celebration Awards Ceremony**
 - Friday, August 27, 2021 from 5-7 pm @ Hyatt House Airport
- **SJC 2022 Preliminary planning underway – January 2022**
- **SJC Program Highlight videos**
 - [Summer Job Connection 2021 Leadership Program - Bishoi Bagheri](#)
 - [Superintendent Addison Davis](#)

SJC SUPER HERO HEADQUARTER UPDATES

Bi-weekly Newsletter | Issue Three (Week 5 & 6)



MISSION STATUS: COMPLETE!

Congratulations on reaching the last few weeks of the Summer Job Connection 2021 program! We hope that participating in the program has helped you develop your skills and expanded your knowledge of the world of work! Look out for important information about the last weeks that will come from your Career Coaches.



Summer's almost over, so what's next for you?

If you will be out of school this fall, CSTB has a young adult program that runs year-round. Reach out to your Career Coach or visit www.CareerSourceTB.com/job-seekers/young-talent-tampa-bay/ for more information on how to sign up.

A look back at some PWE Participants at their first day of work!



END OF PROGRAM CELEBRATION AWARDS

As Summer Job Connection comes to an end, we would like to acknowledge all those who supported the program and take a moment to allow you to nominate and acknowledge outstanding Young Adults that have shined this summer. Please take the time out to complete the **nomination survey**. This year's award categories are as follows:

Employer Award Categories

- Excellence
- Above and Beyond
- Worksite Hero
- Making the Difference

Young Adult Award Categories

- Shining Star
- Beacon of Hope
- SJC Leadership
- Worksite Hero/Shero

CONGRATS TO RECENT GRADS!

Shout out to all recent SJC High School graduates! If you recently graduated from high school, let us know. We want to recognize you.



Share your summer accomplishments and photos using hashtag **#SJC2021** and stay connected with what's happening throughout the summer.

Summer Job Connection 2021 Newsletter | Week 3 & 4

Click the icons to stay connected!





Information Item # 5

Public Relations/Marketing (Youth Committee)

Updated: August 10, 2021

PROGRAM SUPPORT: Marketing continues to track the amount of support we provide the organization with 1,982 individual marketing tasks in the last program year. We average around 450 requests a quarter, and this includes both internal marketing/PR support and direct support for the CSTB programs. Marketing also produced an annual report for the program year 2019-2020. <https://online.flippingbook.com/view/608267074/>

Public Relations published a quarterly CSTB newsletter and email updates about the organization. We distributed the newsletter via email to staff, partners, Board members, and in 2021 we updated our Local Elected Officials email list to include mayors’ offices and our legislative delegation. The newsletter was also available on the CSTB website. In the next year, we plan on updating our Hillsborough County Partners list for outreach.

TOP CSTB WEB PAGES (PY 20-21)

The summer job connection website was the second most seen of all of the CSTB webpages, second only to the main page.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
	1,235,155 % of Total: 100.00% (1,235,155)	821,989 % of Total: 100.00% (821,989)	00:01:30 Avg for View: 00:01:30 (0.00%)	415,118 % of Total: 100.00% (415,118)	55.59% Avg for View: 55.59% (0.00%)
1. /	245,914 (19.91%)	176,696 (21.50%)	00:01:14	161,502 (38.91%)	52.06%
2. /summer-job-connection/	54,398 (4.40%)	43,675 (5.31%)	00:01:26	39,444 (9.50%)	63.82%
3. /users/login	53,494 (4.33%)	25,626 (3.12%)	00:00:24	17,575 (4.23%)	14.54%
4. /jobfair	45,800 (3.71%)	32,237 (3.92%)	00:02:44	25,498 (6.14%)	69.02%
5. /users/dashboard/normal	32,376 (2.62%)	12,099 (1.47%)	00:00:29	174 (0.04%)	9.20%
6. /job-seekers/career-training-and-development/	30,173 (2.44%)	19,664 (2.39%)	00:00:52	3,514 (0.85%)	36.98%
7. /cares-act/	29,550 (2.39%)	21,098 (2.57%)	00:03:31	13,876 (3.34%)	70.39%
8. /admin/users/dashboard	28,632 (2.32%)	17,028 (2.07%)	00:02:23	6,322 (1.52%)	24.89%
9. /job-seekers/job-search/	27,516 (2.22%)	21,974 (2.67%)	00:02:46	6,668 (1.61%)	71.01%
10. /pages/rr_homepage/	27,058 (2.19%)	20,648 (2.51%)	00:04:14	19,615 (4.73%)	75.54%
11. /job-seekers/wisioa/	25,942 (2.10%)	20,732 (2.52%)	00:05:48	11,602 (2.79%)	61.30%
12. /information-for-youth/	23,612 (1.91%)	17,565 (2.14%)	00:03:05	3,869 (0.93%)	78.83%
13. /users/dashboard	23,404 (1.89%)	6,374 (0.78%)	00:00:26	201 (0.05%)	5.50%
14. /ecourses/media/9	22,266 (1.80%)	8,045 (0.98%)	00:00:14	31 (0.01%)	3.23%
15. /job-seekers/	19,894 (1.61%)	14,660 (1.78%)	00:00:49	2,719 (0.65%)	49.23%
16. /admin	17,319 (1.40%)	14,045 (1.71%)	00:01:01	11,702 (2.82%)	20.58%
17. /users/registration	16,257 (1.32%)	7,695 (0.94%)	00:01:00	2,700 (0.65%)	4.22%
18. /programs/enrollment/42	11,783 (0.96%)	2,827 (0.34%)	00:00:20	170 (0.04%)	11.18%
19. /contact-us/	10,311 (0.83%)	8,580 (1.04%)	00:02:04	2,861 (0.69%)	53.41%
20. /events/	9,308 (0.75%)	6,827 (0.83%)	00:00:58	667 (0.16%)	54.35%
21. /programs/enrollment/9	8,897 (0.72%)	2,417 (0.29%)	00:00:11	19 (0.00%)	0.00%

EVENT PLANNING:

The CSTB Marketing/Public Relations team fully supported event planning. This includes help with planning, website support, event software management, producing marketing collateral, videos, and emceeing. Among the events we supported and continue to support:

- Summer Job Connection (Youth Summit)
- Summer Job Connection (End of Program Event)

YOUTH REBRANDING & WEBSITE BUILD:

CSTB Marketing continues to work closely with the **CSTB Youth Leadership Team** on rebranding and developing a new Youth & Summer Job Connection website. Moore Communications and the Branding committee adopted the following:

Proposed Youth Name: Tampa Bay Hires

Proposed Summer Job Connection Name: Tampa Bay Summer Hires

Tagline: Hire Now. A Higher Tomorrow

The rebranding effort included market research conducted by Moore Communications, internal polling of staff, internal polling of Leadership Team, and final name selection by the Committee. Moore Communications presented how we came up with the name at the May 2021 Youth Development Committee meeting.

The statewide vendor, Moore Communications, provided the Marketing team with a new logo and theme. We anticipate completing the Youth website by September 15, 2021.

Original Timeline for Rebranding/Research/Logo

Updated Timeline for Website Build

TIMELINE

Task	Start	End
Onboarding		
Internal Kickoff	01/08/2021	01/12/2021
Discovery Regroup	01/12/2021	01/21/2021
Strategic Brief Delivery	01/21/2021	01/27/2021
Youth Research		
Moore to deliver protocol	01/25/2021	01/28/2021
CSTB to deliver youth contacts	01/28/2021	01/29/2021
Moore to conduct interviews	02/01/2021	02/12/2021
Moore to deliver findings	02/12/2021	02/19/2021
Brand Development		
Name Convention	02/19/2021	03/06/2021
Brand Architecture	03/06/2021	03/21/2021
Verbal Identity	03/21/2021	04/16/2021
Visual Identity	03/21/2021	04/16/2021
Content Development		
One Pagers	04/19/2021	5/15/2021
Presentations	04/19/2021	5/15/2021
Wrap-Up		
Reporting	05/15/2021	06/05/2021

February 15: Finalize Quotes (need 1 more)
 February 19: Award Contract to build website
 February 10-19: Work with program on language needed for website
 February 10-19: Work with program on website layout 6-8 pages
 February 10-28: Identify photos to be included in new website
 May 12: Vendor to start building website
August 15: Add visual logo/theme to website from Moore
September 15: Expected website completion

MARKETING CAMPAIGNS:

Program Marketing & Lead Generation Campaigns: The CSTB Marketing team works closely with CSTB programs to generate leads and promote the program via public relations. We develop marketing plans to help departments achieve their goals. While marketing can help, it should also be supported by programs with staff support, outreach support, and staff's ability to answer questions to bring in customers. The following is the breakdown of program and lead generation marketing efforts so far this program year:

- Tobacco Free Florida (marketing supported with collaterals, flyers, pop up banners (\$1,000))
- TechHire.

- Marketing generated 204 leads for individuals interested in Healthcare and IT with a budget of \$9,562. We are using social media marketing for this campaign.
- Job Fairs/Program Lead Generation
 - Marketing produced email campaigns to support career fairs and program support like the R3 program and Summer Job Connection. We utilized our databases that included people who've registered in Employ Florida to notify citizens of programs and job fairs.
- CareerSource Florida
 - Youth/Summer Job Connection:
 - Marketing used state COOP funds (\$48,000) to develop a campaign and logo for these programs. Marketing will work with the statewide vendor for this effort, Moore Communications, which should be completed by September 2021.
 - Marketing will also help develop a new website for the Youth program, which should be completed by September 2021.

CSTB Marketing supported the Youth program with two major marketing campaigns in the last program year. The campaigns support the Youth program with a Tuition Assistance Campaign and the Summer Job Connection.

Tuition Assistance Campaign: Two press releases were sent out promoting the Tuition Assistance program. The initial release was sent out on February 9, 2021, that emphasized up to \$10,000 in tuition assistance is available. A second press release was sent out on April 9, 2021, when the scholarship totals were increased to \$15,000. The releases promoted that CareerSource Tampa Bay (CSTB) has \$4.6 million available to assist Hillsborough County youth and adults with Tuition assistance scholarships to begin post-secondary training at local schools.

Marketing took pictures for a scholarship signing day at Florida Career College and posted the pictures on social media:



Scholarships are awarded up to \$5,000 and can increase to \$15,000 if training is in a two-year healthcare program. Tuition assistance was awarded in the following in-demand industries:

- Healthcare
- Information Technology
- Manufacturing and Trades
- Professional Services
- Retail and Hospitality

Marketing also promoted the Tuition Assistance program in print ads and in radio advertising.

Summer Job Connection (SJC) Marketing Campaign:

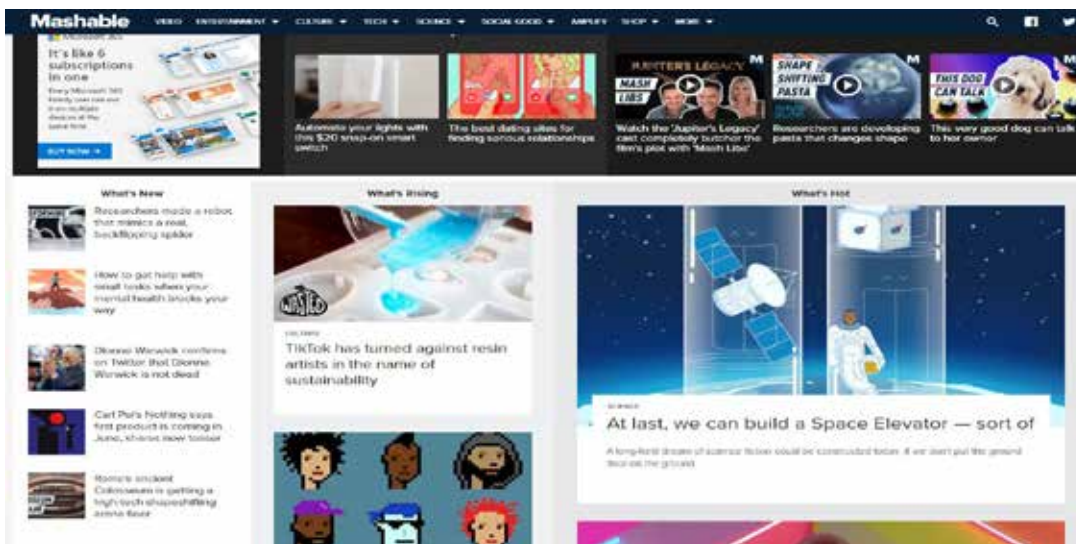
Marketing continues to promote the Summer Job Connection (SJC) via our social media pages. We also mentioned the program in a May 2021 appearance on the Morning Blend, a local information tv show on the ABC Television Station in Tampa. Marketing also did the following:

- Incorporated language about SJC in radio advertising
- Digital/Social Media Marketing targeting 16-24-year-old youth in Hillsborough County. This effort drove additional web traffic to the Summer Job Connection Webpage.
 - Display Campaigns (Facebook) 104,487 impressions resulting in 1,253 clicks to our website
 - Google Ads 136,283 impressions resulting in 491 clicks to our website
- In January 2021, an advertisement ran in the Tampa Bay Times for Summer Job Connection. (see below)
- Two ads ran in the Tampa Bay Business Journal on January 29 and February 5, 2021.



- Marketing did an additional push in February, including digital advertising with the Tampa Bay Business Journal, Digital/Social Media Marketing. Marketing also worked with the SJC program to develop a final email marketing push to Businesses and Youth 16-24 in February. The effort resulted in more than 15,000 page views on March 30, 2021, one of the largest one-day views on the CSTB website.
- As of April 2021, there were 2,460 youth applicants for the Summer Job Connection with 109 Employer Applications. Which was the initial goal for the marketing campaign.
- Web traffic to Summer Job Connection webpage from January 1, 2021, to May 12, 2021, resulted in 48,643 page views. The SJC webpage is the second most popular webpage for CareerSource Tampa Bay.
- Marketing held weekly production meetings with SJC Leadership to help with the production of videos, newsletters, and marketing materials.

Below is an example of the design template to build the new Youth webpage. The website will have a more visual look to attract youth. It will also feature more videos, sliding pictures, and a message board.



U:\ADMINISTRATION\MARKETING\BOARD INFORMATION\CSTB\MARKETING REPORTS

Example of a print add that promoted Summer Job Connection 2021.

The image shows two print advertisements side-by-side. The left advertisement is for 'Summer Job Connection' and features a blue background with a sun icon. It says 'NEED A SUMMER JOB?' and 'SIGN UP NOW!' with the website 'www.CareerSourceTB.com'. It lists benefits: 6-week Paid Work Experience earning \$12.00 an hour, 4-week Career Exploration, and 6-week Leadership Training Young Leaders of Tomorrow. The CareerSource TAMPA BAY logo is at the bottom. The right advertisement is for 'Bay Area Hearing Care HEARS You'. It features a red and blue background with a hearing aid icon. It promotes 'ReSound RIC series Battery or Rechargeable' hearing aids with a '2 for 1' offer. It includes a 'FREE Hearing Test. Try Before You Buy!' starburst, a note about masks and hand sanitizer, and contact information for Pinellas County: 9532 Central Ave. (1 Block East of 60th St), 727-343-5230, and website www.bayareahearingfl.com. A photo of a woman is also present.

Digital Marketing Ads for the Summer Job Connection:

The image shows two vertical digital marketing ads for 'Summer Job Connection'. Both ads feature the CareerSource TAMPA BAY logo at the top. The left ad shows a woman holding a tablet and says 'NEED A SUMMER JOB?' with a 'REGISTER NOW!' button. The right ad shows two men looking at a document and says 'NEED A SUMMER JOB?' with a 'REGISTER NOW!' button. Both ads feature the 'Summer Job CONNECTION' logo at the bottom.



CareerSource Tampa Bay
4902 Eisenhower Blvd., Suite 250 | Tampa, FL 33634
CareerSourceTampaBay.com

Copyright © CareerSource Tampa Bay. All Rights Reserved.

CareerSource Tampa Bay is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers listed on this website may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711.

A proud partner of the American  JobCenter network