

Class of 2015 Leadership Action Project Summaries

Project Timeline: October 2014 – April 2015

Brevard County Board of County Commissioners; Parks and Recreation Department
“Marketing Strategies for Harry T. & Harriette V. Moore Memorial Park & Museum”

Develop marketing strategies to include fund raising goals and objectives, expand social media utilizing Facebook, Twitter, Pinterest, and other worldwide web accessibility. Increase education and knowledge of the historic site through radio, bill board, and television.

Brevard Rescue Mission, Inc.
“Learning Independence”

Brevard Rescue Mission is making a change to the way they mentor and teach women in their program, especially in the early stages of residency. They are looking to design an orientation and basic skills program that can be accessed independently using videos as well as written means that will give their new residents some much needed basic skills in the first thirty days they are with Brevard Rescue Mission, Inc.

CareerSource Brevard
“Local Employment 101 for Military Community Members Residing in Brevard County”

Leadership Brevard Project Team Members will facilitate one, 2 hour panel and question and answer session comprised of 4-6 local employers from the following sectors: Healthcare, Government (a local city or the county), Manufacturing, Aviation/Aerospace, and Federal Contractor. The panel will discuss local corporate culture, skill sets in demand, ideal candidate qualities, application and hiring processes to include any special recruitment programs targeted to military community members, current open positions and common applicant pitfalls. Prior to the panel, project team members will facilitate a one hour pre-panel meeting for the chosen panel members and 2-3 CareerSource Brevard staff members to discuss panel goals and procedures.

City of Cocoa
“City of Cocoa Citizen Engagement Strategy”

As it is the local government’s job to reach out and find ways to meaningfully engage and solicit input from community members, the City of Cocoa is committed to increasing citizen engagement. We are seeking a team of dedicated citizens to think beyond public meetings and develop an engagement strategy that would engage a community to get involved and be part of the solution to help address the needs of the community.

City of Indian Harbour Beach
“Citizen Satisfaction Survey”

The City of Indian Harbour Beach, a beachside community of 8,300, desires to utilize the talents and skills of Leadership Brevard to implement a Citizen Satisfaction Survey of our residents. It is important to the city of IHB to benchmark with our citizens their satisfaction of the quality of life in their city and solicit input on how they rate their community as a place to live, work, play, and retire. This data will help gauge the performance of the city, ascertain what areas can be improved on and maintain spending for areas where performance meets or exceed expectations of our citizens.

Women’s Business Center at Florida Tech
“Financial Fluency Awareness Fair hosted by the Women’s Business Center at Florida Tech”

The Women’s Business Center would like to identify financial literacy programs and services in Brevard County, gather information on their programs and services, and develop a list of community resources for clients of the Women’s Business Center at Florida Tech who seek financial fluency support.

Secondly, the Women’s Business Center would like to bring these organizations together at a Financial Fluency Awareness Fair in April, which is Financial Literacy Awareness Month. The event could be held on campus at Florida Tech in Melbourne or at an alternative location in central Brevard County. The Women’s Business Center would ask the project team to invite the identified community organizations to support the event with educational materials and resources (vendor table), and support the development and implementation of a social media awareness campaign leading up to the event.