

BUSINESS LIAISON & MARKETING COMMITTEE MEETING

February 1, 2017

8:15 a.m.

Business Employment Skills Team, Inc.

Princeton, IL

Agenda

Call to Order

Roll Call

Approval of November 22, 2016 Meeting Minutes (*Action Item*) (Enclosed)

Business Meeting

- Committee Responsibilities Continued Discussion (*Responsible for marketing efforts and initiatives*)
 1. Develop/implement marketing strategies for the local workforce system
 2. Identify and recognize business and industry who participate in the local workforce system
 3. Identify and recognize outstanding participants
 4. Recruit board applicants
 5. Recommend officer slate
 6. Provide new member orientation
 7. Implement Speakers Bureau
 8. Coordinate/Prepare Annual Report to the Community
- Employer Conference Summary (Enclosed)
- Award Recognition for PY 2016
- PY 2016 Annual Report
- Quarterly Newsletter Discussion
- Job Fairs Update
- Website Analytics (Enclosed)

Public Comments

Adjournment

BUSINESS LIAISON & MARKETING COMMITTEE
MEETING MINUTES
October 14, 2016

The Business Liaison & Marketing Committee Meeting was called to order at 2:10 p.m. by Co-Chair DeAnne White.

Roll Call was taken.

NAME	PRESENT	ABSENT
Linda Burt	X	
Bill Norden		X
John Spencer	X	
DeAnne White	X	

OTHERS PRESENT: Dianna Schuler & Jo Ann Johnson

Approval of Meeting Minutes

Linda Burt motioned to approve the August 3, 30216 Meeting Minutes. Motion was seconded by John Spencer and carried.

Business Meeting

Committee Responsibilities

DeAnne reviewed for members the Committee Responsibilities. She noted that #2, #3 and #8 have been completed for this year. Referring to #4, DeAnne said that a statement was included on the Employer's Conference Evaluation about attendee's interest in participating in any NCI Works initiatives and/or becoming a board member.

In regards to new member orientation, Dianna pointed out that Pam uses a power point presentation when she meets with new members. Members asked to receive a copy of the presentation for their review at the next meeting.

Discussion then centered on the implementation of a Speakers Bureau. It was noted that members should serve as ambassadors and help promote the partner programs to local businesses. Members commented that they did not feel comfortable providing information about partner programs to local businesses and/or service related organization. Their consensus was that the partners themselves should be providing the information to businesses and/or service related organizations. Linda commented that the employer market varies depending on the industry. After discussion, Dianna was asked to conduct a Survey Monkey to find out if businesses would utilize a speaker's bureau and if so, what topics would they like to see presented. Dianna told members that she would develop a draft of the questions and send it out to members for their approval before sending it out.

Election of Officers

Next members discussed the slate of officers for the coming year. It was agreed that Linda would check with Debbie Clausen and Mary Boogemans to see if they were interested in the chair or co-chair

positions. Linda noted that she would be willing to stay at co-chair and would contact Cary about his interest. Members agreed to meet prior to the November 22 NCI Works meeting to formally recommend the slate of officers.

Employer Conference / Award Recognition / Annual Report Updates

Jo Ann informed members that 82 individuals attended the Employers Conference. Members commented on the events success and thanked Dianna and Jo Ann for their work.

Quarterly Newsletter Discussion

Dianna informed members that a draft of the Quarterly Newsletter will be sent to them next week. She said that she is waiting on a few articles to complete, but the newsletter is almost complete. For future newsletters, Dianna informed members that the articles will be more partner related. She told members that she has reached out to Tory Davis with the IL Department of Employment Security about doing an article for the next issue. She hopes to hear from him early next week.

Job Fairs Update

Dianna informed members that the Just Hire One event held in Oregon had a good turnout and great feedback was received. DeAnne commented that she heard otherwise nothing that the representative from Sinnissippi saw less than 10 candidates in 3 hours. Dianna noted that the sign-up sheet reflected 72 attendees for the entire day. She noted that last year's attendance was 114. DeAnne commented that their business is finding the best place to meet potential employees is at the community colleges Job Fairs. John commented that individuals are now applying online for jobs and asked about a virtual job fair. Dianna informed members that she is in the process of implementing a Virtual Job Fair for Carroll and Jo Daviess Counties on November 1. She told members that the dress rehearsal was held yesterday and only 1 out of 7 employers attended. Dianna said that Mary Katos, the Business Relations Representative in those counties was following up with those 6 employers today. She said that another dress rehearsal is planned for next week. John said that if additional Virtual Job Fairs are planned to let him know and he would be happy to promote the event through LaSalle County Broadcasting.

Dianna also added that another reason the Job Fairs may be seeing fewer job seekers is the some of the counties statistically are at full employment.

Website Analytics

Linda noted that activity on the website was reduced after the summer months. Dianna commented that during the summer Lee and Whiteside Counties had some business closing. Another will be closing after the first of the year.

Other Business

Members briefly talked about asking the award winners to make a YouTube video about the obstacles they overcame to become successful. Linda stated that the YouTube video could be put on the NCI Works channel.

Dianna informed members that the IL Workforce Partnership (IWP) will be changing some of the nomination criteria for their business and individual achievement awards next year. She said that the

nominations will need to show how they were touched by multiple partners. Dianna told members that once the criteria is available, she will share it with the committee.

DeAnne told members that during a recent audit they were asked if they received goods or services from an employee supported by federal funds. She asked if any business who used the OJT program had encountered this question. Dianna referred DeAnne to Kathy Day.

Public Comments

None

Adjournment

With there being no further business, Linda Burt motioned to adjourn. Motion was seconded by John Spencer and carried. Meeting adjourned at 3:00 p.m.

Jo Ann Johnson