

**BUSINESS LIAISON & MARKETING COMMITTEE  
MEETING MINUTES  
August 3, 2016**

The Business Liaison & Marketing Committee Meeting was called to order at 8:45 a.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 June 1, 2016 Meeting Minutes. Motion was seconded by John Spencer and carried.

**Business Meeting**

Committee Responsibilities Discussion

Dianna reviewed for members the Business Liaison & Marketing responsibilities as listed in the NCI Works Bylaws:

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

Dianna stated that most of the responsibilities are being developed but asked members for their input regarding the implementation of a Speakers Bureau. Linda stated that members may not feel comfortable making presentations about some of programs offered by Partners due to the lack of knowledge. She continued by saying that the if multiple members are making presentations on behalf of NCI Works then the message needs to be consistent by using a Power Point and/or script. John said that input will be needed by each of the partners. He continued by saying that members from the area where the presentation is being given may be more recognizable to the group that is hearing the information.

Dianna said that the presentations would be in general terms. She referred members to the Melanie Arthur webinars and the matrix of services. Linda stated that she would like to know in specific terms how the program can help her as a local employer. John commented that the audience would need to be defined and then information would need to be shared as to how this organization can help them with their workforce needs. DeAnne told members that when Beth Heaton and Sally Hanrahan were invited to a meeting they discussed the programs and services in broad terms. DeAnne said that she interjected at times providing examples as how she, as an employer, implemented the programs and services.

Dianna was asked to put together a presentation for the October meeting. DeAnne suggested she list how local employers received assistance. Linda suggested that she provide information as to how the program can help local employers. Members all agreed that programs themselves do not need to be explained. The bottom line is that the local employer know the benefits of the services available.

Dianna then address the responsibility of “Develop/implement marketing strategies for the local workforce system”. Dianna informed members that at the Employer Engagement Committee members were encouraged to participate at least in one activity offered by the Partners. She told members that activities include programs such as incumbent worker training, Work in the Real World, Veterans Hiring Program, On-the-Job-Training, Internships, etc. Other marketing strategies, Dianna said, is submitting Press Releases to the general public. One challenge, Dianna said, is that some of the State Partners, especially, IL Department of Employment Security (IDES), needs to have the Press Release approved by their legal department. Dianna told members that she was meeting with IDES representatives regarding their restrictions on posting information to Facebook, LinkedIn, etc.

Members agreed to further discuss Recruitment of Board Applicants, Slate of Officers and New Member Orientation at the October meeting. Linda asked Jo Ann to bring the New Members Orientation materials to the October meeting.

#### Selection of Local Award Recipients

Local Award Nominations were then reviewed. Linda Burt motioned to recognize Fonzell Thompson, Bailey Fessler, Felisah Brauer, Lance Coffin, Rebecca Stanton, Andrew Lopez with Individual Achievement Awards; and Streator Unlimited, Bright Farms/CHI Greenhouse LLC with Business Leadership Awards. Motion was seconded by John Spencer and carried. It was also noted that several businesses will also be recognized with a Certificate of Appreciation.

#### Employer Conference / Award Recognition / Annual Report Updates

Jo Ann presented members with a draft of the Employer Conference Announcements that will be sent out within the next few weeks. She stated that she will continue to work on the Awards Recognition. The Annual Report, Jo Ann said, will be ready by the October 14 Employer’s Conference. She said that a draft copy will be sent to the Business Liaison & Marketing Committee for their review and approval.

#### Quarterly Newsletter Discussion

Dianna informed members that the Newsletter was disseminated and she will begin gathering topics for the fall issue.

### Job Fairs Update

Dianna informed members that on September 22 a Just Hire One Job Fair will be held in Oregon from 10:00 a.m. – 1:00 p.m. at the Oregon Coliseum. She told members that since last year's Just Hire One Job Fair was such a success, it was agreed to continue on an annual basis.

Dianna told members that a Virtual Job Fair is being discussed for the Carroll and Jo Daviess Counties. She said the event is being planned with IL workNet and more than likely targeting health care. She told members that she has a meeting next week to further explore this pilot project.

### Website Analytics

Jo Ann informed members she failed to put the reports in the meeting packet and said that she would provide them at the October meeting.

### 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 9:19 a.m.

Jo Ann Johnson