

**Business Liaison and Marketing Committee
Meeting Minutes
February 5, 2020**

The Business Liaison and Marketing Committee Meeting was called to order at 8:30 a.m. by Co-Chair Linda.

MEMBERS PRESENT

(St Margaret's Health): Linda Burt and John Spencer
(Sinnissippi Centers) DeAnne White
(Off Site) Emily Legel

OTHERS PRESENT: Dianna Schuler

Business Meeting

Approval of Minutes

John motioned to approve the minutes from the October 4, 2019 meeting. DeAnne seconded the motion. Motion carried.

Employer Conference Preliminary Report

Dianna reported that last year the conference ended up with a \$313.70 deficit. This year, however, once everything was paid for left a balance of \$1,828.86 to begin the 2020 employer conference with. John added that this year's conference was well received. Dianna noted that the evaluation results were in the mailing packet and that there were a good many comments. She added that 3 people from Sinnissippi Centers requested more information about NCI Works. DeAnne offered to get with those employees and give them a briefing on the workforce board, one of which she stated has since resigned. Dianna will reach out to the Sauk Valley Foodbank.

Website Analytics

The committee reviewed the analytics noting that new users were up, the homepage continues to be the most visited, and pageviews overall were down. Dianna stated that we can't really talk about the website without also talking about the Facebook account. She stated that the homepage of the website is where the podcast recording are embedded and that Facebook is where we promote the podcasts. She stated that the top 3 Facebook posts were: the announcement about the CMA apprenticeship, the June 2019 podcast promotion, and then the closure for Columbus Day in October 2019. She went on to state that when promoting the podcast she tries to drive all listener traffic to the website, rather than another podcast network/service.

John recommended including a picture of the podcast guest when doing the Facebook promotion. Another recommendation was their company logo. Dianna asked John if he could serve as the backup in the event a picture cannot be obtained prior to the recording, assuming the guest records at John's studio. DeAnne added that even if a picture is not obtainable at some point that any related image would be a good idea.

Media Update:

Dianna reviewed the press releases since the last meeting: CMA Registered Apprenticeship, the Opioid Crisis Grant, and the hiring event sponsored by BEST and IDES for the Honeywell employees in Galena. Dianna went on to elaborate on the request from Honeywell for the hiring event. She pointed out that Emily Legel was part of the initial planning of the event and that the event was very well received. Dianna informed the committee that Honeywell had not only Illinois residents as employees but also residents from Iowa and Wisconsin. She stated that an effort was made to include both of those states' workforce entity and companies that would pay a comparable wage to what they were making at Honeywell and that were hiring.

Dianna also drew the committee members' attention to the new podcast promotional card that staff is distributing to area businesses and job seekers/customers. She informed the committee that to-date downloads of the podcast are 5,134, January 2020 downloads were 266. Healthcare professions is the top performing podcast for January.

Quarterly Newsletter

Dianna reported that the Fall Edition was sent out in early January. She stated that she will once again be reaching out to partners for submissions for the Winter Edition.

Healthcare Networking Update/CMA Apprenticeship

Dianna reported that there was uncertain about the need for the network to meet on a regular basis. With the CMA program and the associated apprenticeship now registered with DOL an advisory committee will be formed and Joel Torbeck from BEST, Inc. will be a part of that advisory committee. Joel's participation on the committee can keep us informed as to the need for the Health Care Network to meet. Joel will be registering new apprentices in the DOL site. Linda asked when the program would start. Dianna stated that the first class, in which there are no apprentices, started in January 2020 and that the next class will be January 2021.

Opioid Grant Update

Dianna reported that Kerri Hicks will be serving as the Project Manager. Dianna stated that Kerri Hicks, Carrie Folken and Pam Furlan attended training on the implementation of the grant in January and that BEST, Inc. was looking at getting the DRE position onboard in February since their job descriptions are now done and staff have received referrals for the nurse at Sinnissippi, the Education Coordinator at Perfectly Flawed, and one of the job coaches.

Committee Initiatives

Dianna reported that there should only be 1 or 2 more Business Briefs left to compile, print and distribute. She went on to state that March should be a brief on the building trades and May might be on energy. She informed the committee that for each brief 3,000 copies are printed. Of that 3,000, 2,360 are mailed to economic development entities, chambers, schools, and congressional members. Each printing costs \$635, each mailing is an additional \$708. Thus far this initiative has accounted for \$9,422 out of the local board's budget.

Linda suggested doing a Facebook link to each of the Business Briefs. Emily recommended putting them in a slideshow and boosting the posts about the briefs. Dianna asked Emily if she

could get with her to discuss these ideas further and maybe Emily could walk Dianna through how to do them.

Other

None

Public Comment

None

Adjournment

With there being no further business DeAnne motioned to adjourn. Motion was seconded by John and carried. Meeting adjourned at 8:50 a.m.

Dianna Schuler