

**Business Liaison and Marketing Committee
Meeting Minutes
March 7, 2018**

The Business Liaison and marketing Committee Meeting was called to order at 8:00 am by Co-Chair Linda Burt.

MEMBERS PRESENT AT ST. MARGARET'S HOSPITAL: Linda Burt, and John Spencer

MEMBERS PRESENT AT SINNISSIPPI: DeAnne White

MEMBERS ABSENT: None

OTHERS PRESENT: Dianna Schuler

Business Meeting

Approval of Minutes

John motioned to approve the minutes from the October 27, 2017 meeting. DeAnne seconded the motion. Motion carried.

Employer Conference/Award Recognition/Annual Report/Plans for 2018

Dianna reported that the awards and annual report came to a total of \$793.00; awards in the amount of \$125 and the annual report \$668. She also reported that we had a total of \$2,250 in sponsorships along with the assistance of area chambers in publicizing the event to their membership. We had 70 reservations with 2 of those covered for their registration fee: Mayor Williams our Leadership Award winner and Rhonda Krueger from IDES. Of the 68 remaining reservations we have 3 that still have not paid their registration fee. Registration fees taken in were \$1,950. Total cost for the main speaker, attorney mileage reimbursement and the Mendota Civic Center came to \$3,788.05. Dianna plans to get with staff in fiscal to confirm these totals.

Plans for 2018 include a few changes to the order of the agenda. This year the committee would like to see the attorneys present first thing in the morning, a shorter lunch, and the main speaker after lunch. Dianna will get with the Mendota Civic Center to schedule a Sept. or Oct. event and speak with them about the catering.

Website Analytics

Dianna reported that the homepage is still the number one visited on website. She went on to say that visitors to the NPLH page is down, it is now the 3rd most viewed, and that all activity on the website is down compared to this time last year. John commented that unemployment is also down. John went on to state that it has been a while since any PSA ran on his station. Dianna said she'd get him some to run. Dianna also stated that she also just sent the March press release that should also be getting some coverage.

Quarterly Newsletter

Dianna reported that she has started the winter edition of the newsletter and that it might be a little shorter than previously. She has plans to include recent training completers including any GED/HSE graduates from the youth programs, An announcement for upcoming IDES/state legislator job fairs that are in the works, new member announcement, and updated LMI. She hopes to get it out before leaving for DC on March 23rd.

Healthcare Summit Updates

Dianna reported that follow ups to the summits have now begun at both IVCC and SVCC. She reported that at IVCC the need for CMAs has been identified as significant and that Bonnie Campbell is putting together an Advisory Committee to begin the necessary work to get a program developed and submitted to ICCB for approval.

Dianna reported that at SVCC there was also good discussion about both CMAs and CNAs. She stated that at the next meeting there will be a tour of the simulator that SVCC has. DeAnne inquired about the CMA interest at IVCC and stated that at the SVCC meeting CMAs were viewed as a non-valuable program. Linda stated that in the IVCC area providers need a ton of them in the clinics. Dianna shared that there had been an expressed concern at SVCC of CMAs being used to decrease the number of nurses. Linda went on to state that nurses are also needed. Dianna reported that the effort at IVCC will be focusing on the clinical end of CMA training and not so much on the office administration end. Linda told the committee that St. Margaret's uses CMAs a lot as scribes so that the doctor can focus on the patient. She went on to say that they have had to look to agencies for nurses and that nurses are spending more of their time on the phone with doctors, pharmacies, and patients rather than in exam rooms.

Dianna continued the discussion by stating that at SVCC there was also discussion about the need for CNAs and for instructors for CNAs. SVCC is seeking providers that would release a staff member to teach a CNA course and then provide a clinical setting for the students. Dianna compared it to almost a Co-Op type of arrangements.

Next follow up networking meetings are scheduled for April 11 at 7:15am at IVCC and April 12 at 3:30pm at SVCC.

Committee Initiatives

Dianna began by asking members to keep in mind that the marketing plan does require finding appropriate funding for some item, the one-stop website cards being one of them. Dianna did inform members that she has talked with Kathy Day and the One-Stop does have \$6,000 budgeted for outreach and \$500 for business engagement. Dianna is hoping that the cards will fall under the category of outreach and therefore be printed by the target date of May 1st.

Dianna thank John for reviewing the marketing plan and giving her feedback on the original draft. She asked if there were any questions, which there were none. John motioned to accept the plan, Linda seconded, motion carried.

Dianna indicated that while the core partners had reviewed the one-stop website cards and like the idea that the committee should probably also vote on them as well. Some discussion was held about where the cards would be distributed and Dianna listed: high schools, office resource areas, partner reception areas, libraries, and once business services gets added to the website they can also be distributed to chambers and local SHRM chapters. John and Linda inquired as to why there was no phone number listed and Dianna replied that there was originally and then one partner asked for it to be removed. John also committed that the URL needs to be cleaned up as well. Linda agreed. The committee insisted that there be phone number added in the event someone does not have ready access to the website. Dianna said she would talk to Carrie Folken and Rhonda Krueger to see what phone could be added. John made a motion to approve the cards with the stipulation that a phone number be added. Linda seconded the motion. Motion carried. Dianna asked if one of the committee members would be willing to present the Marketing Plan to the full board on March 20th. Linda agreed to present it.

Social Media & Press Releases

Dianna stated that their mailings contains press releases for December, January, February, and March. She informed the committee that the NCI Works Facebook page now has 85 followers and that top 3 posts with the most views were an announcement for a hiring event and 2 posts about National Apprenticeship Week.

Next Meeting

The committee decided that they would not meet again in April. Next meeting will be June 2018.

Other Business

None

Public Comments

None

Adjournment

With there being no further business John motioned to adjourn. Motion was seconded by DeAnne and carried. Meeting adjourned at 8:35 a. m.

Dianna Schuler