

**Business Liaison and Marketing Committee
Meeting Minutes
April 3, 2019**

The Business Liaison and marketing Committee Meeting was called to order at 8:15. by Co-Chair Linda.

MEMBERS PRESENT: DeAnne White, Linda Burt, John Spencer, Patty Vladika

MEMBERS ABSENT: None

OTHERS PRESENT: Dianna Schuler

Business Meeting

Approval of Minutes

Linda motioned to approve the minutes from the September 28, 2018 meeting. John Spencer seconded the motion. Motion carried.

Employer Conference/Award Recognition/Annual Report

Dianna reported that for the first time the conference lost money. She reported that the loss was small, \$313.70, but still needed to be addressed. She indicated that one of the expenses that can be cut this year was the extra room for lunch at the Mendota Civic Center. Raising the registration fee to \$40 was also discussed and voted on. DeAnne made the motion to raise the fee to \$40 for 2019 and John seconded it. Motion carried.

Website Analytics

Dianna reported that users and new users were down from this time last year. However, hits to the home page were up from this time last year. Dianna credits the fact that the podcasts are accessible from the homepage as the reason those hits were up. She also reported that the podcasts have over 2,700 downloads since July 2018 when the series was started. She informed the committee that the tourism and hospitality episode was just uploaded and she has done promotion on Facebook for that. She requested that members share that post with their connections.

Quarterly Newsletter

Dianna reported that the winter issue of the quarterly newsletter had gone out. She thanked committee members for proofreading of the newsletter. Dianna also informed the committee that partners are submitting more articles for the newsletter and that the winter issue had 2 submitted by Rhonda Krueger from IDES.

Healthcare Networking Update

Dianna reported that IVCC's group will be meeting April 10, 2019 at 7:15am. Dianna informed the group that Bonnie Campbell will have an update on the Certified Medical Assistant program. She stated that once Bonnie's work is completed then Dianna will be working with US DOL to get it registered as an apprenticeship program.

Dianna reported that the group that was meeting at Sauk Valley Community College will be taking a break from meeting. Dianna said that this break was due to a lack of attendance from providers. Linda asked if the Sauk area had staffing issues that needed to be addressed. DeAnne stated that providers in the Sauk area are stretched very thin and many of those that would attend are picking up additional duties. Dianna stated that BEST staff had sent out a survey about using alternate methods to meet other than face to face and that only 7 surveys were returned. DeAnne asked if the results of the survey had been sent out to past attendees yet. Dianna stated she would remind the staff member responsible for the survey to get that out to everyone.

Committee Initiatives Update

Dianna reported that after the last NCI Works meeting the Educational Piece was updated and sent to JoAnn for printing. She stated that late additions then came in and so the Educational Piece was updated with those additions and are in the process of being re-printed. Once they come in JoAnn will get them distributed.

Dianna shared with the committee topics for upcoming podcasts. She stated that in April Business Services Team Members from IDES and BEST will be recording on the business services available through NCI Works partners. Those members include Ted Duckette, Tory Davis, and Dianna herself. She went on to inform the committee that at the April 2, 2019 Employer Engagement Committee meeting the topics for May and June were also decided. May will be "Working for a Small Business" and June will be the "Quality of Life" in the area. The June topic will be very similar to an initiative NCI Works a number of years ago called No Place Like Home. She also stated that the goal for May and June is to focus on attracting and retaining young talent. Linda suggested the new tax law might be a good topic to cover later in the year to get ready for the next tax season. She recommended focusing on how it effects small businesses and individuals. DeAnne suggested that minimum wage issues would also be a good business focused topic for an upcoming podcast.

Dianna reviewed for the committee the 2018 completed marketing plan and the new dates for items included on the 2019 plan.

Social Media and Press Releases

Dianna reported that for Facebook the largest number of hits/reaches have been coming from the promotional posts concerning the podcasts. She stated that going back to December the podcast hits were 294, January's highest was when BEST offices were announced as being closed due to weather, and then again in February it was the podcast with 109. Dianna also pointed out that

the Facebook report includes both organic hits/reaches and those from paid efforts. Dianna stated that all of our hits/reaches are organic because we do no paid promotion on Facebook.

Dianna pointed out that copies of the press releases that have gone out were included in their packets.

Dianna shared with the committee that at the Employer Engagement meeting the previous night the topic of loading the podcasts on YouTube came up. She stated that members of that committee felt this would reach more youth. Dianna informed the committee that NCI Works still has a YouTube Channel but that she needs to research how to make this idea happen. John suggested talking with Doug from Workforce 180 to see if the logo could go up as the visual with the podcast. Linda stated that she'd talk with Matt Kline to see if he would have an idea of how to make it work. DeAnn also suggested reaching out to Justin Wiggins.

Other Business

Next meeting is Wednesday, June 5, 2019 at 8:15am.

Public Comments

None

Adjournment

With there being no further business Patty motioned to adjourn. Motion was seconded by DeAnne and carried. Meeting adjourned at 8:46 a.m.

Dianna Schuler