

Business Liaison and Marketing Committee
Meeting Minutes
August 2, 2017

The Business Liaison and marketing Committee Meeting was called to order at 8:11 a.m. by Co-Chair DeAnne White.

MEMBERS PRESENT: DeAnne White, Linda Burt, and John Spencer

MEMBERS ABSENT: Bill Norden

OTHERS PRESENT: Dianna Schuler

Business Meeting

Approval of Minutes

Linda motioned to approve the minutes from the June 7, 2017 meeting. John Spencer seconded the motion. Motion carried.

Employer Conference/Award Recognition

Dianna reported that JoAnn is finalizing the second speaker for the conference and would update the committee via email with a draft of the conference agenda. DeAnne asked about when Lori Guest would be speaking and reminded the committee that a comment from last year was that it would be better to have her speak after lunch because she is more engaging. Dianna said that she would share that with JoAnn.

Dianna reported that she did send everyone a copy of the award criteria just to show them that the suggestion to change the Dale Broadway awards to NCI Works awards had been completed. Those awards include the Outstanding Youth Award and the Community Award. Dianna stated that she also created an Authorization to Release Information form. While BEST uses its internal release Dianna wanted the partners to have a release to use for the awards as well. She has sent the criteria and release to all core partner contacts and gave them until August 31st to submit nominations. Dianna reported that she is expecting a Business Leadership nomination from IDES. Bruce Larson from the Sterling IDES will be submitting that nomination for Bright Farms which recently won an American Legion Award.

Annual Report

Dianna reported that there really isn't thing new to report on the Annual Report. JoAnn needs the award winner information to include in the Annual Report, and with the August 31st deadline for the nominations the draft won't be ready until the names of the winners are selected. DeAnne asked if we expected to have it done by the conference and Dianna informed the committee that the intent was to have it ready by then.

Website Analytics

Dianna reported that the website trends haven't changed from previous reports. She stated that No Place Like Home has been changed per the committee's request and that the Business Relations Representatives are busy trying to add new companies' links to the site. This will pick up now that the position in Princeton/Sterling has been filled. Dianna stated that the links on the site right now are those that we've had for some time now and they include healthcare providers, the community colleges, and businesses that have been repeat listings in the past. DeAnne asked if someone periodically goes in and clicks on the links to verify that they still work. Dianna replied that JoAnn does all the updating and maintenance for the site right now and usually checks them.

Quarterly Newsletter

Dianna reported that she provided a hard copy so that the committee would have one. She stated that the committee does a wonderful job proofing the newsletter and catching any mistakes. She went on to state that she'd be starting the fall edition around the 1st of September and would include the employer conference, awards, IWP award, and updated LMI. Linda asked if the State of the Workforce Forums would be included and Dianna replied that they would. Dianna will also request information from the core partners.

Healthcare Summit Updates

Dianna stated that in the meeting packet were summaries of the summits' survey. She stated that the summits were successful beyond what they had expected. She reported that at SVCC we had primarily long term care facilities, Sinnissippi was there, and one hospital (Morrison). A lot of good information was gathered from the providers that Anita can take back to SVCC's healthcare programs for their use in curriculum design. The event at IVCC was the exact opposite with all the area hospitals in attendance and a couple long term care facilities. Many of the comments at IVCC mirrored the comments from SVCC's event. Bonnie Campbell from IVCC took extensive notes to take back and address with IVCC's healthcare program. The idea of having quarterly networking events such as the summits was positively received and the organizing committee will be discuss how to make that happen soon. Mornings for such events seems to be the best time to catch people interested in networking. IVCH and St. Margaret's both have offered to host a meeting over lunch.

Discussion was held on why the SVCC event only had one hospital attend. DeAnne wondered if the invitation had been sent to the correct person and asked if we could get the invitation list from Anita. Dianna said she'd ask Anita.

Social Media & Press Releases

Dianna reported that the Facebook Analytics was in the meeting packet. She stated that the report went all the way back to March. In May we reached 555 individuals with a webinar event for the IDES/BEST webinar on joblink, OJT, and incumbent worker training and 103 with a retweet of a Bureau of Labor Statistics New Hire Report. More recently we reach 49 with the events created for the 3 State of the Workforce Forums. She stated that she'd still like to see more followers on Facebook since that is where the events are listed. DeAnne suggested adding some lighthearted posts to the account to grab people's attention. Other suggestions included tips on interviewing, softskills, adding pictures with a message, and tagging the committee members on posts and then

they will share them for example: the employer conference. John suggested posting things that engage and offer help rather than statistical information.

Dianna pointed out that copies of the June and July press releases were also included in the meeting packet. June's was on the State of the Workforce Forums and July's was on Pam being elected President of Illinois Workforce Partnership. The August press release will be for the Employer Conference.

Other Business

None

Public Comments

None

Adjournment

With there being no further business John motioned to adjourn. Motion was seconded by Linda and carried. Meeting adjourned at 8:38 a. m.

Dianna Schuler