

Business Liaison and Marketing Committee
Meeting Minutes
June 5, 2019

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

MEMBERS PRESENT (St. Margaret's Health): Linda Burt, John Spencer, and Patty Vladika

MEMBERS PRESENT (Sinnissippi Center): DeAnne White

OTHERS PRESENT: Dianna Schuler

Business Meeting

Approval of Minutes

John motioned to approve the minutes from the April 3, 2019 meeting. Linda Burt seconded the motion. Motion carried.

Employer Conference/Award Recognition/Annual Report

Dianna informed the committee that she was able to get a quote from Mark Sanders. Mark had been recommended by DeAnne. She went on to state that she needs to finish procurement but indicated that Mark was available to be the afternoon keynote. She stated that she had talked to him about possibly doing a presentation on PTSD and associated conditions in the workplace. She said that this would be relevant to all populations including veterans and the formerly incarcerated. Linda also recommended asking Tom Templeton to talk about violence in the workplace. Dianna also mentioned that Jack Dzuris from the Streator Chamber had informed her that Gloria from the Illinois Worker Compensation Commission was looking for opportunities to speak to businesses. On the topic of HR law someone who could talk about preparing for legalized recreational marijuana, as in what can we do to be proactive, could be an option as well.

Dianna informed the committee that the award criteria has been sent out to staff. She also stated that he has revised the letter from Linda and Cary for the front of the annual report and sent it to them to review. Linda did not recall getting it so Dianna will resend it to both Linda and Cary. Dianna also stated that she has sent out a request for information for the annual report to the core partners.

Dianna said that the sponsorship letter and form has been updated and Dianna will get that out later today. Dianna also told the committee that she has an updated menu that she will scan to everyone to look over. No decision on the menu needs to take place until the August meeting. And she reminded members that the fee was raised to \$40 this year.

Website Analytics

Dianna reported that overall viewership is down except for the home page which is where people are accessing the podcasts. She also reported that unique users is down 28.35%. John and Linda both commented that they weren't surprised by this since unemployment is still relatively low. John also pointed out that there are other ways to get to the podcasts as well as the website. Dianna commented that there are and that those other avenues are promoted to the public including the app that was created specifically for the podcasts. She also reported that Workforce 180 has recommended embedding the podcast player on the website rather than using a link to the host. Linda made the motion that we take steps to get the podcast player embedded on the site and Patty seconded the motion. Motion carried. Dianna will find out what needs to be done to make this happen.

Quarterly Newsletter

Dianna reported the newsletter was ready to go as soon as the committee has a chance to review it and give its approval.

Healthcare Networking Updates

Dianna informed the committee that there is only one networking group currently active. She stated that the group at SVCC only had 2 members, one being DeAnne White, that were consistently attending the meetings so that group is currently on hold. She went on to report that at the last meeting at IVCC Bonnie Campbell informed the group that the college's board had approved the CMA program and that by June 7th it would be ready to send to the Illinois Community College Board for their approval. Once ICCB approved the program, the program can be submitted to the US DOL for approval and get the program registered as an apprenticeship program. Dianna stated that the providers at the last IVCC networking meeting did express interest in the apprenticeship program. She also stated that St. Margaret's has officially informed her of their interest.

Linda inquired about the need for an internship for this program. Dianna stated that when St. Margaret's did their incumbent worker project for CMAs there was a requirement to have 2 years work experience before they could sit for the certification test. However, Dianna went on, that requirement is waived if the individual is a graduate of an accredited program. Dianna stated clinical experience is built into Bonnie's program at IVCC and that she is looking at starting it in January 2020. John asked if it was a 2 year program and Dianna informed the committee that it was 9 months. She also informed the committee that the person that had done the CMA training for St. Margaret's has been the consultant on the development of IVCC's program and that the program is a cooperative with Kishwaukee College with some of the instruction being available online through Kishwaukee.

Committee Initiatives Update

Educational/Business Brief – Dianna reported that she had shared with the committee a draft of the Small Business Industry Brief. She pointed out that some wages were not available because companies many times decided not to share wages for 1 of 2 reasons: 1) they only want those applicants that are truly interested to apply, and/or 2) they only want those with the skills needed to apply. Companies don't want applicants to be solely motivated by the wage. She also reminded the committee that the listing of occupations and companies is meant only to be a sample of some of the jobs that area small businesses hire for and that she tried to get at least 3

per county. DeAnne asked about Raynor stating that it was one of the largest companies in the county. Dianna agreed and said she'd remove it for the final copy. Linda asked about Gateway which also does not fit the local definition of a small business. Dianna stated that the opening there was actually for BPART (the location area transit) and that she would note that on the final draft.

Podcasts – Dianna reported that the May episode was now available and that we have had 3,030 downloads to date since starting the project. She also informed the committee that our contract with Workforce 180 for the podcasts had been renewed and that we saved \$2,000 with our renewal.

New Initiatives – Dianna shared with the committee 2 new potential initiatives that Pam had brought back from the NAWB conference: One initiative would be to find out what the board wants to know/learn to become more knowledgeable and more effective, and make our workforce system better as a result. The other would be to recruit members with “Rock Star” status will bring needed skills, knowledge, resources, and connections. Once completed the committee should ID any gaps and focus filling vacancies accordingly. Both could be completed through the use of survey monkey. The committee thought this was reasonable and could be completed with one survey monkey. It was suggested that in order to increase the response rate that we limit the ability for comments. Dianna will draft some questions for the next meeting.

Social Media and Press Releases

Dianna updated the committee on the 2 press releases that had been issued since the April meeting. One was on the Business Services Forum. Dianna stated that she has talked to Rhonda Krueger about possibly taking the forum on the road so as to be able to reach more businesses. She stated that the Streator Chamber has already offered to assist with getting a venue if/when we decide to actually offer the forum outside of Ottawa. The second press release was on the implementation of the Rapid Talent Pipeline Initiative.

Dianna reported that Facebook analytics shows nothing new. The greatest reach is when we publicize a new podcast and last winter when the offices were closed.

Other Business

None

Public Comments

None

Adjournment

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

Dianna Schuler