

**Business Liaison and Marketing Committee
Meeting Minutes
June 6, 2018**

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

MEMBERS PRESENT: DeAnne White, Linda Burt

MEMBERS ABSENT: John Spencer

OTHERS PRESENT: Dianna Schuler

Business Meeting

Approval of Minutes

DeAnne motioned to approve the minutes from the March 7, 2018 meeting. Linda Burt seconded the motion. Motion carried.

Employer Conference/Award Recognition/Annual Report

Dianna reported that she has sent a request to the core partners again this year for their Year in Review submission. She will also ask Carrie Folken to remind them of the due date. That date is the end of July. Dianna also reported that the state award criteria was expected to go out in the next week or so and that she had already asked staff for nominations based on last year's criteria. She has received a TRADE nomination and 2 out of school youth nominations. She is waiting on any business nominations from the Business Relations staff.

Dianna reported that the Mendota Civic Center has been secured for Friday, September 28th. DeAnne inquired on the SHRM membership survey that went out to see if the date caused anyone issues with the state SHRM conference being earlier that week. Dianna reported that all but one respondent said that they were good with that date. Dianna reviewed presenters, stating that Bruce Larson from IDES will begin the day with an UI update. She went on to report that the attorneys that we normally have present the HR Law update are not available this year. She has talked with another attorney that JoAnn recommended and is waiting for his confirmation.

Dianna said that there were 2 other presenters that had been looked at for the afternoon: Michael Johnson, who is an EOS Consultant, and Lori Kleiman, who has done many SHRM conferences. Dianna informed the committee that BEST was in the position to pick up the cost of the afternoon presenter and that Lori was discounting her services by not charging travel since she will be in Illinois for the state SHRM conference. Linda motioned that we hire Lori and DeAnne was onboard with that. The decision was therefore unanimous.

In reviewing menu options, Dianna stated that breakfast would be the usual coffee, water, muffins and doughnuts. For lunch the committee asked if Dianna would look into the ability to

offer a second salad option. Dianna said she would. DeAnne also asked if we had to use in-house catering. Dianna said yes and that the civic center is back to full staff in that department. Linda asked what we charge attendees and Dianna said last year we did \$35 per person. Linda also asked if we were still planning to do the award recognition over lunch and Dianna said yes. Dianna will send out a tentative agenda once she knows how much time the HR Law representative will be able to use. Linda suggested no more than 30 minutes for lunch and a 15 minutes breaks afterward and then right into Lori's presentation at 12:15pm.

Website Analytics

Dianna said that all of the numbers are down from previous on both the website and all social media. Linda stated that this is expected with unemployment being down. Dianna also stated that all 8 counties within NCI Works is actually at statistical full employment.

Quarterly Newsletter

Dianna stated that the spring edition is done. Linda said she had not had a chance to review it. Dianna went through the topics included in this edition: May graduates, preliminary report on the hiring and retention survey, a save the date for the employer conference, an announcement for the Industry Briefs, an announcement for the One-Stop website cards (which are currently being distributed), and updated LMI. Dianna plans to get the newsletter distributed Monday, June 18th.

Healthcare Networking Updates

Dianna stated that there isn't much to report on the Sauk Valley Community College group. Their last meeting was a tour of their simulator lab. The next meeting at SVCC will be July 19th and Bruce Larson will be speaking about unemployment changes.

At IVCC there was a feasibility study conducted to verify the need for a CMA program. Dianna said that the results were not promising. She stated that she has talked with Bonnie Campbell about doing a consortium of providers through IWT but that nothing definitive was decided. Linda suggested that IWT be promoted as a recruitment and retention strategy and that it is a good idea to have staff cross trained for scheduling flexibility.

Committee Initiatives Update

Dianna stated that they had already covered the website cards. Another initiative will be to do an educational piece (Industry Brief) on the industry presentations that will be happening at the NCI Works meetings going forward. Dianna will send the draft of what she put together for Employer Engagement to the committee members so they can see what is being done.

Dianna also informed the committee that BEST has entered into a contract with Workforce 180 to do a series of 12 podcasts over the next year. She stated that the contract was \$3,000 and Workforce 180 will be doing everything from the technical end for these podcasts. She informed the committee that she had asked John if he'd consider being the "voice" for them and he said he'd consider it if she would get him some more information. The industry presentations will

also be a part of the podcasts and as these are recorded we will be building a library of them. They will be available on the website but also through other access points as well.

Social Media and Press Releases

Having previously covered the decrease in social media hits, Dianna drew the committee's attention to the press release in the packet (Oregon's Just Hire One Hiring Event). Dianna stated that upcoming releases will include an announcement for the hiring and retention survey and for the employer conference.

Other Business

None

Public Comments

None

Adjournment

With there being no further business Linda motioned to adjourn. Motion was seconded by DeAnne and carried. Meeting adjourned at 8:40 a. m.

Dianna Schuler