

**Business Liaison and Marketing Committee
Meeting Minutes
June 7, 2017**

The Business Liaison and marketing Committee Meeting was called to order at 8:15 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 February 1, 2017 meeting. John Spencer seconded the motion. Motion carried.

Employer Conference/Award Recognition

Dianna shared a written update from JoAnn concerning the Employer Conference and award luncheon. She informed the committee that JoAnn has secured the Mendota Civic Center for Friday, October 27th. JoAnn has received a copy of an agreement from Laurie Guest at a rate of \$2,500 to speak from 9:15 to 11:45 a.m. on a program yet to be determined. JoAnn has also contacted Stephanie with Jackson Lewis and will follow up with her again. Topics will focus on Employment Law Updates. To date, there is \$1,900 in the fund for the Employer Conference. In order to cover expense a discussed was held on soliciting sponsorships and offering free conference registrations. Linda made a motion to solicit sponsorships without offering any free registrations. John Spencer seconded the motion. Motion carried.

Awards Recognition

Dianna reviewed the IWP criteria for one individual achievement award per workforce area with the committee. John made a motion to send Magdalene Rice's nomination IWP for state recognition. The motion was seconded by Linda. Motion carried.

Annual Report

Dianna shared another update from JoAnn concerning the Annual Report. She informed the committee that a new designed would be worked out for the current program year. She stated that after the end of the program year (June 30, 2017) staff will start pulling together the information to include in the report.

Quarterly Newsletter

Dianna stated that she has begun working on the Summer 2017 edition of the newsletter. She plans to put Jolien Eikleberry's DOL award on the front page but is interested in any other suggests for topics to cover. She also stated that she'd be doing a short write up on Pam becoming IWP President. Other suggestions from the committee included: a summary of the Healthcare Summits, information on the State of the Workforce Report, and a Save the Date for the Employer Conference. It was also suggested that a Save the Date for the Employer Conference be emailed to past attendees.

Job Fairs Update

Dianna informed the committee that the manufacturing job fair for Nippon and Austin Westran had 25 companies participate and 147 job seekers. She shared that the evaluation responses were all positive and comments were supportive of the event. One suggestion was to have a general job fair to get more job seeker traffic.

For the Dura job fair at Highland Community College there were 23 employers. Dianna stated that in the spirit of cooperation we agreed to do a survey monkey registration that only yielded 37 job seekers. She reported that there were numerous issues with the technology that day and we were not able to capture an accurate number of job seekers. She also informed the committee that many attendees were not computer savvy which also led to few using the survey monkey to register.

Social Media & Press Releases

Dianna reported that there has been an increase in Facebook following. The NCI Works Facebook account now has 79 followers. She shared analytics with the committee that showed the greatest exposure came from the April and May job fair postings. She stated that a link to the Facebook page was shared with all participating companies and they were asked to share the link on their website and social media. Twitter is still only at 20 followers, but Dianna said she does have it linked to the NCI Works Facebook page so those following us on Facebook should also be getting the same content from our Twitter account.

Dianna shared the press release for the April job fair in Oregon and informed members that the press release for the job fair at Highland was in their packet. She indicated that June's press release will most likely be to announce Pam as President of the Illinois Workforce Partnership, the statewide directors association.

Website Analytics

Dianna informed the committee that the analytics for the NCI Works website were enclosed in their packets and that if they had any questions she would pass them along to JoAnn. There were no questions.

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 8:47 a. m.

Dianna Schuler