

**Business Liaison and Marketing Committee
Meeting Minutes
October 4, 2019**

The Business Liaison and Marketing Committee Meeting was called to order at 8:30 a.m. by Co-Chair Linda.

MEMBERS PRESENT (Mendota Civic Center): Patty Vladika, Linda Burt, John Spencer, and DeAnne White

OTHERS PRESENT: Dianna Schuler

Business Meeting

Approval of Minutes

DeAnne motioned to approve the minutes from the August 7, 2019 meeting. John seconded the motion. Motion carried.

Employer Conference Preliminary Report

Dianna reported that sponsorships had been received in the amount of \$2,350. She stated that Mark's fee was way below previous presenters and that the attorney would be receiving mileage reimbursement, that he was not charging a speaker's fee. She stated that evaluations were in everyone's packets and that she'd work on getting those tallied and invoices out to those not yet paid the first part of the coming week.

Dianna passed along a request from Pam that next year's award criteria mirror that of the Illinois Workforce Partnership's award criteria. The committee agreed to make that change for next year.

DeAnne asked how many were registered for the conference. Dianna stated that there were originally 83. However, she stated some cancelled, new ones registered, and that the count as of that morning was at 82.

Website Analytics

Dianna reported that the website's visits continue to be down over past months but that the home page, again where access to the podcasts is obtained, continues to be the most visited.

Quarterly Newsletter

Dianna reported that the summer 2019 Edition of the NCI Works Newsletter went out September 20th. She also commented that the cover story for the newsletter was that of an incumbent worker project she had the privilege of working on with Steril ALM. She commented that the employees she had talked with were very excited about the training they had received.

Healthcare Networking Update/CMA Apprenticeship

Dianna reported that the Networking Group at IVCC had not met recently. That Bonnie Campbell had been busy earlier in the year getting the CMA program developed and approved

and that Ronda Kliman from US DOL was finalizing the work portion for the apprenticeship program.

Targeted Populations Marketing of Workshops

Dianna reported that the workshops are not as yet ready. It was brought to her attention that IDES is working on develop a standard workshop and that the Targeted Populations Committee is waiting to look it before moving forward. Once the Targeted Populations Committee decides on a curriculum BLM can move forward on promoting it.

Committee Initiatives Update

Dianna reported that the IT Logistics Brief was at the printers and would be distributed soon.

Social Media and Press Releases

Dianna reported that hits to the Facebook page continue to be highest when the post has been related to the release of a new podcast. Dianna reported that there were 2 new press release since the last meeting; one on the employer conference and one on the CNA/Healthcare job fair that was hosted in Carroll County as part of the RTPI initiative and were included in their packet. She said that as soon as we can we will be getting one out on the Opioid Grant. She went on to point out to the committee that the podcast promotional card had been printed for the employer conference in house and were included in the conference packets. Dianna also mentioned that for September there were 255 downloads of the podcast and over 3,800 total since starting them.

Slate of Officers

The committee voted unanimously for the following slate of officers:

Co Chairs: Linda Burt and Cary Robbins

Vice Chair: Amy Soltis-Strawn

Secretary: Patty Head

The motion was made by Linda and seconded by Patty. Motion carried.

Other

The committee elected to not meet in December. Motion was made by Linda and seconded by DeAnne. Motion carried. They will decide about meeting in February when February gets closer.

Public Comment

None

Adjournment

With there being no further business DeAnne motioned to adjourn. Motion was seconded by John and carried. Meeting adjourned at 8:42 a.m.

Dianna Schuler