

BUSINESS LIAISON & MARKETING COMMITTEE
MEETING MINUTES
February 1, 2017

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

Roll Call was taken.

| NAME | PRESENT | ABSENT |
|--------------|---------|--------|
| Linda Burt | X | |
| Bill Norden | | X |
| John Spencer | X | |
| DeAnne White | X | |

OTHERS PRESENT: Dianna Schuler & Jo Ann Johnson

Approval of Meeting Minutes

Linda Burt motioned to approve the November 22, 2016 Meeting Minutes. Motion was seconded by John Spencer and carried.

Business Meeting

Committee Responsibilities Continued Discussion

Dianna noted that most of the Committee Responsibilities are done so on either a continual or annual basis. As part of the marketing strategies for the local workforce system, Dianna shared with members' copies of recent Public Service Announcements and Press Releases that were submitted to 18 Radio Stations and 35 Newspapers. She told members that another Public Service Announcement would be released for the Ogle County Job Fair. Dianna told members that staff are trying to get out the information as soon as possible. John told Dianna that he was not receiving the PSAs or Press Releases. Dianna said she would check her master list and add him if he was omitted. Members also told staff to put all PSAs and Press Releases on the home page of the NCI Works website. They suggested that the current release be first with the others to follow. DeAnne suggested to promote No Place Like Home during the month of April as many graduates will be looking for jobs.

Dianna shared with members some updated Social Media statistics. She said that the NCI Works Twitter site has 19 followers. There are 106 likes on the NCI Works Facebook page. Dianna said that there are 109 Likes on the BEST Facebook page. DeAnne suggested that Dianna send out an email invitation to "Like" the NCI Works Twitter and Facebook Pages to local SHRM members. John suggested that Dianna create an event for Job Fair(s) and send out requests/invitations.

In terms of recognizing business and outstanding participants. Dianna pointed out that both businesses and participants were recognized at the Employers Conference / Awards Program

Dianna noted that recruitment of board members is an ongoing activity. She noted that the slate of officers is done on an annual basis.

Regarding New Member Orientation, Dianna told members that Pam generally provides new member orientation. Jo Ann disseminated a copy of the orientation material that Pam reviews with new members. Jo Ann told members that when Pam is conducting new member orientation, whether in a group setting or individualized, she would like to have a member of the board present to give their perspective to the new member. She said that Pam will notify the current member of the meeting through email. If the current member is able to attend, they would be most welcome

Discussion was then held regarding the implementation of a Speakers Bureau. Jo Ann told members that she received some clarification about this topic from Pam. Jo Ann reported that in the past, staff and board members would go into the high schools to make a presentation about job skills needed for a particular industry. Dianna commented that IWork may be a good vehicle to start such a project. She said that the group meets quarterly and she will address it with them. DeAnne commented how difficult it is to get into the schools. Linda shared with members a program that St. Margaret's recently conducted in cooperation with Advance IL. She told members that they ran a "camp" for high school and grade school students on two separate days. The students visited St. Margaret's and their staff showed them different departments within a hospital environment, such as: ambulance, simulation laboratory, nursing, etc. Linda noted that the grade school students were more open to new ideas and were genuinely interested in what was offered. DeAnne commented that is similar to a program they have for students to "run the city for a day". Members commented that by providing such "camps" gets the students into a service mentality. DeAnne said that it would be interesting to coordinate and add in other departments such as food service, HR, etc. Linda told members that St. Margaret's also partnered with IVCC and SRAVTE. Linda told members that Carrie Donahue was the coordinator for their event and she will make her available to help coach anyone who may be interested. Linda noted that they did this event in early-late fall.

In regards to the Annual Report, Dianna told members that requests are being sent out to all Core Partners to include information in the Annual Report. She also said that the Business Liaison & Marketing Committee and Oversight Committee will be coordinating performance information to include in the Annual Report.

Employer Conference

Jo Ann pointed out that a copy of the 2016 Employer Conference Summary was included with the meeting materials. Members commented that they felt the event was a success. DeAnne asked if a follow-up will be done to those individuals who were seeking additional information and/or interested in being nominated to the Board. Jo Ann said they she provided the information to Pam and Dianna and would follow up with them.

Dianna told members that the IL Workforce Partnership will be having a Conference/Awards Banquet on September 14, 2017 at the Crowne Plaza in Springfield.

To begin the planning process for 2017, staff were asked to contact the Mendota Civic Center for any available Fridays in October. Staff were also asked to contact Laurie Guest for her availability in October. Members agreed to continue with an Employment Law Update but asked staff to contact the law firms in Chicago who sent speakers previously to the event. Depending on the date of the event, DeAnne asked about asking State Representative Tom Demmer to provide a keynote. She noted that he would be able to address legislation and issues affecting local employers at the State level.

Award Recognition for PY 2016

Members agreed to continue including the Award Recognition with the Employers Conference.

PY 2016 Annual Report

DeAnne noted that the Annual Report topic was addressed earlier in the meeting.

Quarterly Newsletter Discussion

Dianna informed members that she has begun working on the Quarterly Newsletter. She has sent out a request to Core Partners asking for information to include in the newsletter. She said that the Business Services Team is working with IL workNet to conduct education webinars for IDES. The first one will be on February 22 targeting Veterans.

Job Fairs Update

Dianna told members that on March 16 there will be a Job Fair targeting Youth in the Carroll and Jo Daviess Counties. Dianna said that Mary Katos (Business Relations Representative) is working with health care and tourism businesses to be a part of the event. Another Job Fair is being planned in March for those employees affected by Nippon. Dianna told members that Theresia Charley (Business Relations Representative) is working with our counterparts in DeKalb County for this event. Finally, Dianna said that plans are underway for another "Just Hire One" event for Ogle County as well as Jo Daviess and Carroll Counties. Dianna noted that IDES would like to have an onsite event vs. a Virtual Job Fair. DeAnne expressed concern about difficulty in getting job seekers to show up for appointments in Carroll County. She said that the general consensus is that those who want to work are working and those who are not working do not want to work. Dianna commented that some of the counties in the northern area have the lowest unemployment rates. DeAnne suggested that instead of having another Job Fair in Oregon to consider having one in Rochelle. She noted that the majority of those affected by recent layoffs are closer to Rochelle than Oregon. Dianna told members that she would have Theresia look for a site in Rochelle.

Website Analytics

Members noted that the Website Analytics looked good. It was noted the increase during March through June and suggested that staff include more things related to job openings during that time period. Members then discussed the No Place Like Home page at length. Dianna reminded members that when the No Place Like Home Page was originated it was to include only those jobs that pay \$15.00 or more an hour. Linda continued by saying that when the No Place Like Home concept was adopted it was to let those individuals who may have left the area know what types of jobs (and social activities) were available in their "home" area. Members suggested that No Place Like Home be revamped to include all jobs that are available in the local areas noting that the employers are looking for a workforce that is trained. Linda stated that the concept of No Place Like Home was good when it first started many years ago but now we need to focus on making it a job referral page. The committee recommended to replace the No Place Like Home page to a Job Referral Page listing employers and linking directly to their employment opportunities page.

Public Comments

Dianna informed members that Beth Heaton, Business Relations Representative in the Princeton Office is on leave for a family medical emergency and asked them to keep her family in their thoughts.

Adjournment

With there being no further business, Linda Burt motioned to adjourn. Motion was seconded by John Spencer and carried. Meeting adjourned at 9:17 a.m.

Jo Ann Johnson