

**Business Liaison and Marketing Committee**  
**Meeting Minutes**  
**October 27, 2017**

The Business Liaison and marketing Committee Meeting was called to order at 3:00 p.m. by Co-Chair DeAnne White.

**MEMBERS PRESENT:** DeAnne White, Linda Burt, and John Spencer

**MEMBERS ABSENT:** None

**OTHERS PRESENT:** Dianna Schuler

**Business Meeting**

Approval of Minutes

Linda motioned to approve the minutes from the August 2, 2017 meeting. John Spencer seconded the motion. Motion carried.

Employer Conference/Award Recognition/Annual Report/Plans for 2018

Committee members agreed that they believed the conference went very well and that the morning presentation was terrific. Dianna mentioned that only 2 award winners showed up; a NCI Works member and the Community Leadership winner, and asked if the committee still wants to do the awards this way. The committee decided yes. Linda and DeAnne stated that the Annual Report looks nice. Dianna stated that they were in everyone's conference packet.

Discussion was held about 2018's conference and if the venue should be changed. Dianna informed the committee that the Civic Center has lost most of their kitchen help and would normally have to cater in meals for groups over 40. She stated that since it was a cold lunch that the Civic Center was able to accommodate. We will look at the feedback on the surveys for comments about the location. John asked if we are losing people because of the location and members agreed we probably are. John suggested moving it around to better cover the area. However, the committee as a whole like the Civic Center and would prefer to hold it there.

Website Analytics

DeAnne asked Dianna what stood out in the analytics report. Dianna reported that the job listings page is still the most visited with 571 views. She did also state that this is down from a year ago. This is to be expected since the unemployment rate is also down.

Quarterly Newsletter

Dianna reported that 2 WITRW events (one in Sterling and one in Elizabeth) will be featured along with the conference and awards. She also stated that Pam has requested the inclusion of success stories, so staff will be getting a request to submit those. Dianna stated that since the conference planning is now over she will begin working on the quarterly newsletter.

### Healthcare Summit Updates

Dianna reported that the first follow up from the summit was held at IVCC. It was well attended and received. The main topic discussed was Certified Medical Assistants and the increased need for them. Dianna reported that the discussion centered on the 2 different tracks CMA fall into: office focused and direct patient contact, along with transitioning employees from CNA to CMA. She also reported that the follow up for the SVCC area is still in the planning.

### Slate of Officers

Linda motioned to accept the slate of officers for the coming year. John seconded the motion.

The committee unanimously approved the following slate of officers:

Co-Chairs: Linda Burt and Cary Robbins

Vice-Chair: Debbie Clausen

Secretary: Mary Boogemans

### Committee Initiatives

Dianna referred the members to the list that was in their packet for the 2 initiatives for the committee. DeAnne asked if the employer conference fit the training for managers/supervisors. Linda replied that she believed it was since businesses did send their managers and supervisors.

For promoting the workforce system, Dianna asked the committee if they would be okay with developing a 5x7 stock card glossy to promote the new one-stop website that could be placed at agency counters, library, schools, city halls, etc. Dianna was asked if there was a budget for this and she replied that Kathy Day had indicated that there was a budget for the one-stop. Dianna will double check with Kathy about advertising. The committee was supportive of the idea of promoting the one-stops website.

### Social Media & Press Releases

Dianna reported that the last 2 press releases were in the member packets. She also reported that due to the time dedicated to the conference that she has not had much opportunity to do much with Facebook or Twitter. She said with the conference over now that she would be able to devote more time to it.

### December Meeting

The committee decided that they would not meet in December. Next meeting will be February 2018.

### **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 3:15 p. m.

Dianna Schuler