

**Business Liaison and Marketing Committee  
Meeting Minutes  
September 28, 2018**

The Business Liaison and Marketing Committee Meeting was called to order at 2:35 p.m. by Co-Chair Linda.

**MEMBERS PRESENT:** DeAnne White, Linda Burt

**MEMBERS ABSENT:** John Spencer

**OTHERS PRESENT:** Dianna Schuler

**Business Meeting**

Amendment to the Agenda

Linda motioned to amend the agenda to include the slate of officers for next year. DeAnne seconded the motion. Motion carried.

Approval of Minutes

DeAnne motioned to approve the minutes from the June 6, 2018 meeting. Linda Burt seconded the motion. Motion carried.

Employer Conference/Award Recognition/Annual Report

Dianna reported that next year's date has tentatively been reserved for October 4, 2019. The only conflict would be if Illinois Workforce Partnership (IWP) met that month and on that day. Dianna informed them that no 2019 calendar from IWP has been issued as yet. If there is a conflict the conference date will be changed.

Linda stated, and the committee agreed, that Michael Cramer needs to be invited back for next year.

Website Analytics

Dianna reported that website traffic continues to be below what it has been in the past. However, she did state that the job listings is still the number one site after the landing page. The meeting calendar is second.

Quarterly Newsletter

Dianna reported that the newsletter (summer edition) did get distributed. She will begin working on the fall newsletter now that the conference is over so that it can be the front page article. She did state that she'd have to wait to closer to December to include new graduates before sending it out.

Slate of Officers

Linda motioned to recommend the slate of officers listed below to NCI Works for 2019. The motion was seconded by DeAnne. Motion carried.

Co –Chairs: Linda Burt and Cary Robbins  
Vice-Chair: Debbie Clausen  
Secretary: Mary Boogemans

#### Healthcare Networking Updates

Dianna reported that IVCC did not meet due to excessive vacations during the month of July. They are scheduled to meet October 10<sup>th</sup> at IVCC at 7:30 a.m.

SVCC did meet in July. They had only 3 in attendance. Bruce Larson did a presentation on contesting unemployment claims when employee is released due to cause, specifically abuse. SVCC's next meeting is October 25<sup>th</sup> at 3:30 p.m.

#### Committee Initiatives Update

Dianna reported that the Manufacturing Educational Piece has been sent to the printer and we expect them back sometime the first week in October. This will allow us plenty of time to distribute for Manufacturing Day events in the 8 counties.

Dianna reported that the podcasts, as of Monday, September 24<sup>th</sup>, had 224 downloads thus far. That includes 42 from August and 182 the first 3 weeks in September. She stated she would have a final amount by the first week in October for September.

#### Social Media and Press Releases

Dianna reported that 3 press releases went out since the June meeting: the preliminary report on the hiring and retention survey, the release of the industry briefs/educational pieces, and the launch of the podcast series.

Dianna reported that the top 3 Facebook posts were: the announcement of the podcasts which reached 319 people, the conference announcement which reached 175, and the reminder about the employer conference which reached 105. Linda suggested calling people's attention to the release of the annual report.

#### **Other Business**

Dianna informed the committee that JoAnn was redoing the calendar and was wondering if they wanted to see anything done differently. The committee agreed that there was nothing different they desired.

Dianna also asked if the committee wanted to skip the December meeting, since they have done so in the past, and then pick up again after the New Year. Linda motioned to wait, DeAnne second. Motion to skip December carried.

#### **Public Comments**

None

**Adjournment**

With there being no further business John motioned to adjourn. Motion was seconded by DeAnne and carried. Meeting adjourned at 2:47 p.m.

Dianna Schuler