

**TARGETED POPULATION COMMITTEE  
MEETING MINUTES  
Wednesday, June 19, 2019**

The Targeted Population Committee was called to order at 2:40 p.m. by Co-Chair Carrie Folken

<b>Name</b>	<b>Present – IVCC</b>	<b>Present – Sterling</b>	<b>Absent</b>
Fidencio Campos			<b>X</b>
Dan Fitzgerald	<b>X</b>		
Carrie Folken	<b>X</b>		
Vanessa Hoffeditz	<b>X</b>		
Dan Payette		<b>X</b>	
Kris Noble			<b>X</b>

**OTHERS PRESENT (Sterling):** Pam Furlan, Jack Kromer

**OTHERS PRESENT (IVCC):** Jo Ann Johnson

Approval of Meeting Minutes

Dan Fitzgerald motioned to approve the May 15, 2019 Meeting Minutes. Motion was seconded by Vanessa Hoffeditz and carried.

**Business Meeting**

Review of Barriers Commonality Chart

Members reviewed the Barriers Commonality Chart that was developed over a year ago in regards to the needs of the targeted populations. Pam pointed out that the information that was put together back then is relevant to the findings of the Assessment Study that was recently completed. Members agreed to consider the information from the Barriers Commonality Chart when moving forward to the recommendations of the Targeted Population Assessment Study Final Report.

Review of Recommendations from Targeted Populations Assessment Study Final Report

Pam reminded members that originally the goal of the committee was to hire someone to complete Phase II of this project that would include the Marketing Plan. She also reminded members that since we did not receive a grant from DCEO for the initial Assessment Study that BEST, Inc. covered the costs using their formula funds. Pam informed members that since BEST, Inc. received a 7% cut in funding, that they would not be able to use their formula funds to cover the costs of Phase II for this project.

Pam informed members that she has talked with Joel Torbeck (Business Services Representative) about the curriculum that he uses for the Adult Redeploy program with LaSalle County. Pam said that Joel works with individuals who have non-violent offenses who may or may not serve time in jail on job search. She said that the sessions may be in a group setting, but mostly they are one-on-one. Pam stated that many of these individuals have background and legal issues. She told members that she has talked with Joel about the curriculum that he uses for this program and asked if it could be restructured to include the targeted population group that we are addressing. Joel said that it could be amended to

include the targeted populations and is willing to work with the committee on this project. Pam suggested that we could put together our own curriculum to enable the partners to work with the targeted populations until funding is available to hire a consultant to develop a more formal structure.

Members held a lengthy discussion regarding the curriculum and types of individuals that Joel works with in the Adult Redeploy program. It was noted that Joel works these individuals to get their foot in the door of a potential employer. Carrie pointed out that Joel also goes through the expungement and sealed records process should they be interested in having their conviction removed from their records. Carrie noted that with Kris (TPMA) was interviewing the businesses they were not aware of many of the services that were available to them. She noted that the partners go by different names and offer the similar services under a different name that businesses and job seekers are overwhelmed in what may be available to them. Carrie stated that a common theme providing the same message for both job seekers and businesses is important. Vanessa continued by saying that businesses and job seekers does not know what the system does as whole and suggested that the system be branded. She suggested that we begin by writing newspaper articles about the workforce initiative. Vanessa commented that newspapers (and radio) are always looking for articles to include in the media source and it is free. Pam noted that the workforce partners include: Adult Education (SVCC & IVCC), Tri-County Opportunities Council, CTE (IVCC & SVCC), National Able, Department of Human Services (TANF, DRS) and IL Dept. of Employment Security. Pam said that if the partners could bundle their programs and show what they have to offer it would be an incentive to employers. Dan Payette asked who the intended audience is since these partners are not all under one roof. He said from his perspective, he does not need to know who is providing the service, but that it exists. Dan said that if money is going to be spent that there needs to be a platform and portal with worldwide branding with partners contributing toward that. He noted that even as a professional person in Economic Development it is confusing even though the resources are good. Vanessa said that the system does exist under the One Stop Center – American Job Center. She said that when an employer and/or job seeker makes a connection with the One Stop Center – American Job Center, they have all of the resources under one umbrella. Pam stated that we do have a One Stop Center and NCI Works websites that could be used as a portal for businesses who are interested in hiring. She said that the message could be consistent and it could be done fairly soon with the resources that we already have. Carrie commented that not all partners are not located at the One Stop so by using the One Stop Center website may have a negative impact on the marketing effort. Carrie stated that the One Stop Center website is One-Stop based. Pam said that we will be going through a self-assessment so this might be a good time to discuss with the partners what to include in the portal. Carrie suggested to use virtual awareness instead of just publishing the information. She said that other states use the mode on their websites and it is successful. Vanessa noted that social media is always a positive way of marketing and suggested that factsheets for employers be published. Pam stated that NCI Works is developing Industry Briefs after each meeting, posting podcasts about the Industry and preparing newsletters on a quarterly basis. She said that may be a means of getting the word out to reach businesses. In summary, Pam said that we know we need to collect the information and promote it using podcasts, media sources and websites. She stated that we not only need to collect the information, but continue to keep it updated. Pam continued by saying that we could borrow some information from out-of-state One Stop Centers (Michigan Works) as Carrie suggested. She stated that we can continue using the Industry Briefs to market to employers and participate in hiring events and job fairs to reach employers. Pam said that these are things that can certainly be done now, but will not be done overnight.

Vanessa then shared with members some curriculum that she pulled off of the Department of Labor website. She said that this information was included on the IL Worknet website, which is one of our own systems. Pam commented that the Kewanee Life Skills program did a presentation at the IL Workforce Development Board meeting recently and she will request a copy of their power point presentation. Vanessa commented that there is a lot of valuable resources already on the web that will

be a good resource. Carrie stated that BEST, Inc. uses some of the curriculum from the DOL Tool Kit for their Soft Skills.

### Next Steps

In closing, members agreed that the next steps for this project is:

- Joel Torbeck will review the curriculum that he is currently using for the Adult Deploy Program and research other available curriculum that can be used for the targeted population group
- Survey the NCI Works members to see if there is any expertise in marketing to help assist in the development of a marketing plan to serve the targeted population group
- Look at a portal/platform to adopt to what is needed for the targeted population group
- If DCEO funding becomes available to apply for a grant that will allow for someone to be hired to help with the marketing plan project

### Next Meeting

It was noted that the next Targeted Population Committee meeting will be held on Wednesday, August 21, 2019 at 2:30 p.m.

### Public Comments

None

### Adjournment

With there being no further business, Dan Payette motioned to adjourn. Motion was seconded by Vanessa Hoffeditz and carried. Meeting adjourned at 3:36 p.m.

Jo Ann Johnson