

**Business Liaison and Marketing Committee  
Meeting Minutes  
October 6, 2021**

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

**MEMBERS PRESENT Via Zoom:** Linda Burt, John Spencer, DeAnne White

**OTHERS PRESENT:** Dianna Schuler, Randy Freeman

**ABSENT/PROXY:** Emily Legel, proxy to Linda Burt

**Business Meeting**

Approval of Minutes

DeAnne motioned to approve the Minutes from the June 1, 2021 Meeting. John seconded the motion. Motion carried with John, Linda, Emily and DeAnne voting to approve via roll call vote.

Website Analytics

Dianna reported a quick review of the analytics show that the home page for the NCI Works website is still receiving the most visitors. Which, she said, makes sense since the podcasts are available through the home page. John also noted that the jobs page appeared to be getting more traffic as well.

Quarterly Newsletter

Dianna let the committee know that summer newsletter went out on September 20<sup>th</sup> and that all member, as well as others, did receive a copy.

Media Update

Dianna reviewed the Facebook numbers with the committee and informed them that she is pulling info every 28 days on numbers and percentages for: People Reached, Engagements, and Page Likes. She told the committee that there was a week that she was on vacation so that week is not reflected in any of the numbers. She also stated that the page has done well even though the period from 8/23/21 to 9/19/21 was down from the 28 day period from 7/16/21 to 8/12/21. Linda commented that the high numbers from July to August could be due to an increase in posting for openings at area companies and the drive thru job fair promotions for August.

Dianna commented that the press releases were included in their packet as informational only and went on to report on the podcast metrics. Getting to Work has had a total of 12,286 downloads since its launch with the most popular episode now being the one on Services to Veterans with Lissa Olson. She also mention the monthly downloads for 2021, with the

exception of July and September, were all in the 400s and that July and September with in the 300s.

**Slate of Officers for NCI Works:**

The following were presented as the recommended slate of officers for NCI Works for the coming year:

Cary Robbins and Linda Burt as Co-Chairs

Amy Strawn as Vice-Chair

Patty Head as Secretary

DeAnne made the motion to accept the slate and to forward to NCI Works for approval by the full board. Motion was second by John. Motion was approve via roll call vote with DeAnne, John, Emily, and Linda voted affirmative.

**Public Comment**

Randy Freeman commented that he thought everyone was doing a wonderful job trying to communicate and connect with the public and trying to get people into the offices. Randy stated that he supports whatever it takes to reach people.

**Adjournment**

With there being no further business, per proxy, Emily motioned to adjourn. Motion was seconded by Linda and carried with all members voting to approve via roll call vote. Meeting adjourned at 8:41 a.m.

Dianna Schuler