

**Business Liaison and Marketing Committee
Meeting Minutes (via Zoom)
April 19, 2023**

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

MEMBERS PRESENT Via Zoom: John Spencer, Dr. Jerry Corcoran,

OTHERS PRESENT: Dianna Schuler

PROXY: Terry McGuire to Dr. Jerry Corcoran

Business Meeting

Approval of Minutes

John Spencer motioned to approve the Minutes from the October 5, 2002 Meeting. Dr. Corcoran seconded the motion. Roll call vote was taken:

- John Spencer – yes
- DeAnne White – yes
- Dr. Corcoran – yes
- Terry McGuire – yes by proxy from Dr. Corcoran

2023 Goals Discussion

The Committee was asked if they wanted to establish some new goals for 2023 or simply continue with the projects already established (podcasts, social media, annual report, newsletter, and website).

Suggestions to new means of making the public aware of NCI Works and partner agencies included:

- Creating a “Push Notification” system that would let businesses know of job fairs, incentive programs, etc. Constant Contact was mentioned by name. Dianna will look into this ability and report back in June.
- Some type of live events, even if they have to be virtual, that would be similar to a lunch and learn. Topics for these events included: HR Updates from an attorney on something everyone might be struggling with, recovery friendly workplaces, UI, WARN Notifications and when they are required, IL Workshare, DOD SkillBridge. Dianna will speak with the Regional BST to see if they would like to be involved in such an undertaking or if we will keep it local only and how to get these events up and running.

Meeting Locations:

With the approval for virtual meetings expiring in May, Dianna shared with the committee that the in person locations will be Sinnissippi Center in Dixon and IVCC. She also made members aware that Illinois Senate Bills 1619 and 1537 have been introduced, not yet voted on, that would allow for the continuation of virtual meetings. She stated that attendance for committee and board meetings have been much higher with the virtual option.

Updates

Dianna reported that the website and Facebook analytics were enclosed with the meeting material. She stated that in May she will make her first request for information from partners for the NCI Works Annual Report. She went on to inform the committee that the Podcasts have now had over 18,000 download. Susan Mason will be recording on Friday, April 21st and Brian Hite will do one the follow Friday (April 28th). Christopher Burton and Jane Verplaetse, both of IDES, have also been invited to speak about the Department of Defense SkillBridge Program and Illinois WorkShare respectively. Additional guests are also in the works. The NCI Works Newsletter for Fall and Winter went out on March 15, 2023.

Public Comment

Next meeting is scheduled for June 7, 2023, tentatively in person at IVCC and Sinnissippi.

Adjournment

Meeting adjourned at 8:54 A.M. with Dr. Corcoran making the motion and John seconding it. Motion carried.

Dianna Schuler