

Business Liaison and Marketing Committee
Meeting Minutes
August 2, 2023

The Business Liaison and Marketing Committee Meeting was called to order at 8:32 a.m. by Committee Chair DeAnne White.

MEMBERS PRESENT Via Zoom: John Spencer, DeAnne White, and Dr. Tracy Morris

MEMBERS ABSENT: Terry McGuire

OTHERS PRESENT: Dianna Schuler

Business Meeting

Approval of Minutes

John Spencer motioned to approve the Minutes from the June 15, 2023 Meeting. DeAnne seconded the motion. Roll call vote was taken:

John Spencer – yes
DeAnne White – yes
Tracy Morris - yes

IWP State Award Nomination

Staff submitted 2 nominations for consideration for a state award. Dianna reminded the committee members that both nominations will receive local recognition, but only one will be forwarded to IWP. After some discussion as to the merits of each nomination, Tracy motioned to send Martin Foster, our Princeton Office nomination, to IWP for a state award. John seconded the motion. Roll call vote was taken:

John Spencer – yes
DeAnne White – yes
Tracy Morris - yes

Updates

Annual Report and Newsletter: Dianna reported that partners and staff had until July 31st to submit items for the annual report. She believes that there is only 1 outstanding submission and will follow up with them to see if they will be submitting anything. Otherwise, she stated, that she believes the report is ahead of schedule since it usually doesn't go out until October. As for the newsletter, Dianna informed members that it will go out ahead of the annual report. Since it is a Spring/Summer edition there is still time to add items.

Podcasts, Social Media and Website: Dianna mentioned that the analytics that were originally sent out were actually for the BEST website and not NCI Works. She stated that JoAnn will work on pulling the correct analytics and that she will get them sent out as soon as she gets them. Dianna reported that the

Facebook page appears to get the most reach and engagement for posts about job openings/hiring events. She also stated that the page now has 164 follower. Growth is slow, but is happening.

Dianna shared with members that the podcast series now has close to 20,000 downloads. She shared some background on the podcasts to bring Tracy up to speed on the effort and that many of them also have a video portion available on the BEST YouTube channel. Tracy shared that whatever the college can do to participate let her know. Dianna shared that at least 3 members of IVCC staff have done presentations early on in the podcast history. John wanted members to know, especially Tracy since she is new, that we are always looking for interesting topics and people and to feel free to share any referrals they may have.

Public Comment

None

Adjournment

John Spencer motioned to adjourn the meeting. Motion was seconded by Tracy Morris. Roll call vote was taken:

John Spencer – yes

DeAnne White – yes

Tracy Morris - yes

Meeting adjourned at 8:44 a.m.

Dianna Schuler