

**Business Liaison & Marketing Committee
Meeting Minutes
November 4, 2013**

The Business Liaison & Marketing Committee Meeting was called to order at 9:05 a.m. by Linda Burt, Chair.

| Name | Present | Absent | Name | Present | Absent |
|--------------|----------------|---------------|--------------|----------------|---------------|
| Linda Burt | X | | Tom McCawley | X | |
| John Spencer | X | | DeAnne White | X | |

OTHERS PRESENT: Pam Furlan, Jo Ann Johnson, Dianna Schuler

Approval of Meeting Minutes

John Spencer motioned to approve the August 23, 2012 Meeting Minutes as presented. Motion was seconded by Tom McCawley and carried.

Business Meeting

2013 Employer Conference Report

Jo Ann reported that 54 individuals attended the Employer Conference held at the Mendota Civic Center on September 18, 2013. She said that Illinois Valley SHRM covered the cost of Jones Loflin which helped keep the conference costs at a minimum. Jo Ann said that mileage was paid to Stephanie Shirley, an attorney from Chicago. She told members that the registration fee of \$10.00 per person covered the costs of the breakfast and helped cover the costs for the room rental. After discussion, DeAnne White motioned to continue sponsoring the Employer Conference. Motion was seconded by Tom McCawley and carried.

Annual Report

Jo Ann provided members with a copy of the Program Year 2011 Annual Report along with the accomplishments for 2013. She stated that in the past the accomplishments were listed in the annual report, but before she started to develop the Annual Report for this year she wanted the input from members regarding the format and content. DeAnne suggested that instead of providing so much text to use brief bullets to identify the successes. Tom recommended highlighting accomplishments. Linda recommended continuing the flow chart that is provided in the beginning to identify the flow of funding streams as well as identify the various partners associated with the funding. Pam recommended that information be included regarding how much funding is given to the local community colleges in form of tuition, books and fees for

students enrolled in the WIA programs. After discussion, it was agreed to develop an Annual Report combining the former LWIA #4 (Partners for Employment) and BEST.

Pam informed members that Illinois Workforce Partnership which is the statewide association of workforce area directors is planning a virtual recognition event. She stated that individuals, staff, businesses, programs, etc will be recognized. Pam stated that the plans are for local areas to submit nominations and those winners will be recognized at the local level. Pam said that the Illinois Workforce Partnership recognition is being planned for late January or early February. She recommended that the committee consider having a local awards event at the March meeting.

Tom suggested that the annual report include performance standards and also highlight the financial benefits to the community. Pam said that she provides to the BEST Board an Economic Impact Report that could be included in the Annual Report. She cautioned members by saying that the Economic Impact Report is not a Return on Investment. Members agreed that information would be a benefit and recommended that it be included.

2013 Fall/Winter Newsletter

Dianna presented members with a draft copy of the Newsletter asking for any corrections. She said that she will be getting information regarding the number of hires as a result of the Just Hire One event and will include that in the Newsletter. Dianna said she will also include the September Unemployment numbers.

Discussion Regarding 2013 Awards Banquet

The committee agreed with having an Awards Banquet at the March meeting.

Other Business

Social Media Update

Dianna reported the number of followers on Facebook and LinkedIn. Members provided Dianna with some tips to reach a broader audience. Dianna noted that the Social Media Policy with BEST does not allow staff to “share”. Pam said that the policy will be reviewed. DeAnne suggested that Dianna email NCI Works members with the links and ask them to join. John commented that social media is entertainment so people need to be engaged in an entertaining way. John stated that although Facebook and LinkedIn are still be used, the new social media is SnapChat, InstantGram and Pintrest.

Web-Site Report

Jo Ann said that the website was enclosed as information only.

Goals

Pam said that she provided members with goals and wanted to verify that they were acceptable for the committee. Members agreed that the goals were acceptable. Pam stated that the Mission and Goals are placed on the Agendas to ensure that the tasks being done by that committee refer back to the Mission and Goals. Members agreed.

Schedule Next Meeting

It was agreed that the Business Liaison & Marketing Committee would meet on Wednesday, December 4, 2013, 8:30 a.m. at the BEST, Inc. Office in Princeton.

Public Comments

None

Adjournment

With there being no further business Tom McCawley motioned to adjourn. Motion was seconded by John Spencer and carried. Meeting adjourned at 9:55 a.m.

Jo Ann Johnson