

BUSINESS LIAISON & MARKETING COMMITTEE MEETING

August 3, 2016

8:15 a.m.

BEST, Inc. Office, Princeton

Agenda

Call to Order

Roll Call

Approval of June 1, 2016 Meeting Minutes (*Action Item*) (Enclosed)

Business Meeting

- Committee Responsibilities Discussion (*Responsible for marketing efforts and initiatives*)
 1. Develop/implement marketing strategies for the local workforce system
 2. Identify and recognize business and industry who participate in the local workforce system
 3. Identify and recognize outstanding participants
 4. Recruit board applicants
 5. Recommend officer slate
 6. Provide new member orientation
 7. Implement Speakers Bureau
 8. Coordinate/Prepare Annual Report to the Community
- Selection of Local Award Recipients (Enclosed) (*Action Item*)
- Employer Conference / Award Recognition / Annual Report Updates
- Quarterly Newsletter Discussion
- Job Fairs Update
- Website Analytics (Enclosed)

Public Comments

Adjournment