

ECOMONIC GROWTH REGION 6 WORKFORCE INVESTMENT BOARD
Marketing & Communications Committee
July 29, 2011
Meeting Minutes

Present: Rob Best, Rhonda Duning, and Mark Goldman

Absent: Wayne Blevins, Jim Riggle, Tim Rogers, and Deb Tipton

Others Present: Tracy Dishman, Stephanie Goodman, Tracy Hartman, and Barbara Street

CALL TO ORDER: The meeting was called to order via webinar at 8:30 AM at the EGR 6 WIB Management Office in Muncie, IN.

MARKETING & COMMUNICATIONS COMMITTEE 06/17/11 MEETING MINUTES:

Tracy Dishman announced that meeting minutes from the last committee meeting on June 17, 2011, will be distributed at a later time for review and will be approved at the next meeting.

MARKETING BUDGET REVIEW: Dishman reminded the committee that the budget was reviewed, discussed and approved at the last meeting on June 17, 2011. She shared that a question was received recently from DWD about the Marketing Budget line item. Barbara Street briefly explained what their question was. The question was about the amount of dollars that was being invested in marketing. She also reminded the committee there was a reduction in the amount of dollars being invested in marketing. DWD had specifically questioned what was the return on investment in marketing and if it is effective. Rhonda Duning agreed that marketing effectiveness should be measurable, however sometimes it is not possible to measure. Dishman commented that the WorkOne Career Connect magazine is an excellent way to measure the effectiveness of the marketing by reviewing the pick-up rates at each location that the magazine is available. The WorkOne website is also measurable, by allowing administration to review the number of visitors to the website. Mark Goldman commented that determining what metrics should be used to measure effectiveness is key. Ron Best commented that most unemployed job seekers do not have internet access and the libraries would be a good location for WorkOne resources. Tracy Hartman responded that Business Service Representatives have visited libraries and they are trained and knowledgeable about WorkOne services.

UPDATES ON CURRENT MARKETING & COMMUNICATIONS PROJECTS:

Printing & Design RFP: Dishman gave an update on the status of the Printing & Design RFP. This has been finalized and the following vendors have been selected to work with us: Spencer Printing, A-1 Graphics, Augustin Printing, and Trice Design Studio – design work.

6th Congressional Job Fair sponsored by Congressman Mike Pence: Dishman gave an update about this event that took place July 22, 2011 at Ball State University Worthen Arena in Muncie. Congressman Pence was present at the event for opening remarks. The unofficial count of job seekers was 650. The goal was 1,200. The previous year recorded close to 2,000 job seekers. The consensus seemed to feel that the weather was a factor in the lower attendance count. It was over 100 degrees that day. Dishman reported that the job seekers who attended the event this year were a better quality job seeker. The job seekers were more professionally dressed and better prepared with resumes. Mark Goldman commented that he was pleased with the applicants he spoke with for the openings he had available.

EGR6 WIB Strategic Plan: Dishman reported on the Marketing & Communications section that is in the strategic plan. Dishman will distribute a write-up, which is a prospective of what marketing & communications is internally and externally throughout the region, as well as the minutes from the last meeting at a later date. She requested that the committee review the write-

up when distributed and provide feedback at the next meeting. Brand studies, focus groups and surveys will also be in progress very soon.

Employer Marketing Plan: Dishman explained that it has been discussed and would be a good fit if the Workforce and Business Services/Accountability Committee could meet jointly with the marketing & communications committee before the next executive committee meeting in August to start the conversation and begin to move forward. Street commented that the Employer Marketing Plan is of great interest to the Business Services committee.

EGR 6 WIB: NEW NAME: Dishman presented a list of the top four names that have been voted on. They are:

1. Alliance for Strategic Growth
2. Solutions for Employment & Training (Ready? SET. Go!)
3. Hoosier Economic Advancement League (HEAL)
4. Economic Growth Region 6 Workforce Investment Board

Next steps would be to take these names to the entire WIB for a vote. The committee agreed that it would be a good idea. The plan is to launch the new name at the annual meeting. Ron Best commented that it is a good idea to brand a name that is simple.

REVIEW EGR 6 WIB ANNUAL MEETING 2011 PLANS: Preliminary details and ideas for the annual meeting were discussed at the Executive Committee meeting on 7/27/11. Dishman requested input from the marketing committee to help define what a successful event would be and who the intended audience would be that would be different than the past events. She also requested feedback about what the event and evening would look like as well as some options for dates and venue. Goldman commented that if we are re-branding ourselves, the event should be relevant to what we are doing. For example, invite a relevant keynote speaker and have less recognitions. Rhonda Duning suggested that Jim Riggle be recognized for his tenure of service in addition to showcasing some success stories of employers. She also commented that a relevant keynote speaker would also be very valuable. Dishman suggested a video be made for recognizing employers. Street shared that some input has been received from other board members to keep the annual meeting brief and fun. A keynote speaker might take too much time and be costly. Goldman suggested a motivational keynote speaker who has written a book about economics in Indiana and future growth, etc. The author would not charge a fee to speak at the event and in return would be promoting the book. Goldman reiterated that the program should be such that it is very relevant to the work we are doing and that guests in attendance would leave feeling that this was an event worth attending! He also suggested not having folks stand up, receive awards, and be applauded, etc. Tracy Hartman suggested showcasing some possible green occupations and where the “green seeds could grow”, etc. Goldman responded that focus on green awareness and what is available to help companies in green technologies would be an excellent event theme. **KEY: Who are we trying to connect with and why?** Let’s not have an event just to be having an event. Rhonda Duning suggested Randy Cook, Reid Hospital Foundation Director, would sponsor and support the event. She also suggested that Tim Rogers would be an excellent, exciting, motivational keynote speaker. The committee discussed some options for dates. Thursday, October 20, 2011 was the consensus.

MEETING SCHEDULE, CONFIRM DAY AND TIME FOR MONTHLY MEETINGS:

The committee has previously discussed and agreed that a set monthly meeting schedule would be beneficial. Every other month would be webcast and face-to-face. The third Wednesday of every month was the consensus from 3PM – 4:30 PM. Goldman responded that he prefers the late afternoon meeting time. Duning and Street responded that this day and time is ok and

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commented that committee members who are not in attendance should be contacted to provide input on setting a monthly meeting schedule, date and time.

ITEMS FOR REVIEW AT NEXT MARKETING & COMMUNICATIONS MEETING:

- The marketing and communications part of the strategic plan.
- The Annual Meeting
- Minutes
- Employer Marketing Campaign

NEW BUSINESS, OTHER ITEMS, THOUGHTS, COMMENTNS: Confirmed next meeting is scheduled to be a face-to-face meeting on August 24, 2011 in New Castle meeting jointly with the Workforce & Business Services/Accountability Committee.

ADJOURNMENT: With no other business the meeting was adjourned at 9:40 AM.

Respectfully submitted,

Tracy Dishman
Marketing Director