

ALLIANCE FOR STRATEGIC GROWTH, INC.
Marketing & Communications Committee
November 16, 2011
Meeting Minutes

Present: Rhonda Duning, Mark Goldman, and Jim Riggle

Absent: Wayne Blevins, Ron Best, and Tim Rogers

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

CALL TO ORDER: The meeting was called to order by chair, Rhonda Duning, at 9:30 AM at the WorkOne office in New Castle.

DELCLARATION OF CONFLICTS OF INTEREST: Rhonda Duning requested declarations of conflicts of interest. None Declared

APPROVAL OF AUGUST 24, 2011 MEETING MINUTES and SEPTEMBER 21, 2011 MEETING MINUTES: Mark Goldman made a motion to approve both sets of minutes. Jim Riggle seconded the motion and the motion passed unanimously.

EGR 6 WIB ANNUAL MEETING REPORT: Tracy Dishman distributed a copy of survey results from a survey that was conducted online and completed by individuals who attended the meeting. The overall experience of the event was excellent. Dishman will distribute at a later time some of the specific comments left by survey participants. The goals of the event by the event planning committee and by the Marketing & Communications Committee were to have a theme, entertainment, and to have a relevant topic & relevant speakers. Dishman requested feedback and opinions in thinking about next year's event. The consensus of the committee was that it was a great event. Mark Goldman shared that the video would be an interesting piece to share at a SWIC meeting as it generates enthusiasm about WorkOne and marketing to individuals. Dishman responded that the video is available via a YouTube channel at www.youtube.com/workoneworks as well as the ASG Website at www.asgcorp.org/resources located in the "Multi-Media" section. Dishman reported that more employers are in process of being added to the video to be used in conjunction with the Employer Marketing Campaign. An Annual Meeting Expense/Revenue Report was distributed to the committee. The report showed the amount of revenue received from event supporters and the expenses incurred in creating the event. Logistics were also shown, including number of invitees, attendees, and the number of individuals attending from each county. The goal is to compare the logistics by county and the number of staff who attended from the 2010 event to the 2011 event. In planning next year's event, Barbara Street reminded the committee of three things to keep in mind:

- What is the purpose of the event?
- Who are we trying to reach?
- What are we trying to accomplish?

Dishman reported that a Media Release and thank you letters are in process. The event is also being showcased in the November issue of the WorkOne Career Connect magazine. Jim Riggle commented that in his opinion the annual meeting event should not be an event targeted to reaching out to employers. It should be an event to reach out to partners, the staff, and the board to showcase the work and successes of the past year. The consensus of the committee agreed that an event to draw employers should be a separate event with a clever title. Mark Goldman suggested inviting a very good and very relevant keynote speaker to draw attendees for such an

event. For example, an author with a new book who would be willing to speak free of charge and who would also participate in a book signing after the event.

EGR 6 WIB NEW NAME – MOVING FORWARD: Dishman proposed to prepare a work plan to develop the look of a new logo and launch the new name of Alliance for Strategic Growth, Inc. Dishman requested input from the committee for things that the new logo would need to appear on and things that would need to be changed, etc. For example, email signatures, website, signage, business cards/letterhead, etc. The consensus of the committee was to maintain promoting WorkOne, rather than promoting Alliance for Strategic Growth. Dishman also reported that the WorkOne calendar project timeline does not allow time for the development of a new ASG logo. To compensate for lack of time, the WorkOne calendar will not be printed with a logo for ASG; however the name “Alliance for Strategic Growth” will be used and the executive office contact information will be used in small print somewhere on the calendar. The committee agreed.

EMPLOYER MARKETING CAMPAIGN:

Employer Roundtable Updates: Dishman provided updates from the Employer Roundtables that were conducted recently. The Business Services Representatives sent thank you cards to the employers who attended and provided their input to WorkOne staff. The employers who attended were also invited to the annual meeting. Additional roundtables are in the process of being scheduled as part of the employer marketing campaign potentially in the first quarter of next year.

November 8, 2011 Staff Training Day Team – Immediate Plan Recommendations:

Dishman reported that during this training day all WorkOne staff met for team building and training. During one of the break-out sessions, a group of staff gathered to brainstorm about employer marketing. During this session, the common responses for keeping the employer marketing plan rolling included:

- Awareness
- Connections
- Relationships
- Jobs

Next Steps: A planning meeting has been scheduled with Economic Developers for November 29th. This meeting will be dedicated to marketing and how better connections with employers can be made. The outcomes of this meeting will be incorporated into a proposal that will be given to the Workforce & Business Services/Accountability (WBSA) Committee by the end of November. A mini proposal for consideration towards the employer marketing campaign has been developed. WIB Staff will work towards selecting three to five things that can be put into action quickly and that can be flexible to adjust as longer term strategies are developed. The goal is to have these three to five items up and running by January, 2012. Once the goals of the WBSA committee have been set, they will work with the Marketing & Communications Committee to help develop and achieve the goals through marketing & promotions. Street shared that she has heard feedback that employers cannot find workers with satisfactory skills in our region and would like to bring this up at the planning meeting that is scheduled with Economic Developers on November 29th. Who are these employers and what skills are they looking for, which job seekers in our region lack? Do we need to have a better connectivity with those employers? We must assure that we are training job seekers with the appropriate skills.

STRATEGIC PLAN UPDATE & REQUEST FOR PROPOSAL: Dishman distributed a copy of the Strategic Plan 2011: Marketing & Communications and a Proposed Meeting Schedule for 2012. The Strategic Plan includes goals of the strategic plan in the area of marketing and a proposed timeline. The plan is to post the RFP by December 5, 2011 and receive proposals by January 9, 2012. It was suggested that the next committee meeting be a face-to-face meeting on January 18, 2012 to review the submitted proposals and hear presentations from bidders.

NEXT MEETING DATE AND AGENDA: Dishman distributed a sample of a work plan for the committee, which includes responsibilities and monthly timelines for planning purposes. She shared that she would like for this committee to start thinking about the assignments that would be incorporated into a work plan like the sample distributed. One of the desired assignments is to bring quarterly reports to the committee which would include magazine pick-up rates, website hits, etc. and what the return on investment is that we use our marketing dollars for. Dishman requested feedback and input from the committee as to what are any other desired metrics/measurements that they would like to see included in the work plan. Mark Goldman responded that he would like to see a report or feedback that would include a rating on the quality of a WorkOne experience. For example, once a year an employer who is visited by a Business Services Representative should be contacted and asked four to five questions about the experience with that visit. Other questions might include:

- What was your experience with a WorkOne event you attended?
- Have you ever called WorkOne? What was your experience with that?

Dishman responded that this kind of survey would fit well in the large marketing strategy and could be a piece of the brand awareness study. Street also commented that a process to measure the effectiveness of marketing should be implemented.

FOR THE GOOD OF THE CAUSE: None

ADJOURNMENT: With no other business the meeting was adjourned at 10:45 AM.

Respectfully submitted,

Tracy Dishman
Marketing Director