

**Communications Committee  
Workforce Investment Board of Will County  
Location: Workforce Center of Will County  
2400 Glenwood Avenue, Joliet  
January 21, 2015**

**Minutes**

<b>System and Trends Committee</b>					
Name	Present	Absent	Name	Present	Absent
Jayne Cain Casimere	X		Colleen Mathy		X
Deb Daniels	X		Don Moran		X
Greg Dover*	X		Pat Mudron*	X	
Susan Flessner	X		Peggy O'Leary	X	
John Greuling	X		Joe Strong		X
Carlos Interrial	X		Betty Yott	X	
Allison Lizzadro-Megalis		X			

Others Present: Pat Fera, Susan Davinger

***Welcome and Introductions***

Greg Dover called the meeting to order.

***Minutes***

Minutes of the November 19, 2015 meeting were approved on a motion from Susan Flessner, seconded by Betty Yott.

***Action Plan Timeline***

Pat Fera presented the 2016-2017 Action Plan Timeline. Fera noted that updates to the Economic Update will be presented to the Communications Committee and System and Trends Committee in March.

Fera presented an overview of the Industry Sector Strategy, which provides a targeted approach to program development. Sector focus will increase significantly in 2016 in both job seeker and employer activities. The five key sectors for 2016-2017 are Finance/Insurance, Healthcare, Manufacturing, Professional/Scientific/Technical Services/Information Technology, and Transportation/Logistics (includes Wholesale Trade).

Project Plan: EDSI has been contracted to deliver Industry Brochures for staff and Job Seekers, Industry Guides and Manuals for staff use, Customer Orientation Materials for job seekers and One-Stop Center staff, Demand Occupation Information Sheets for customers, Occupational Videos for each industry cluster, as well as a training crosswalk between top occupations in each sector and the related training programs available in the area/region. Healthcare will be the first sector assigned.

***Video Development***

Marketing and outreach materials will be developed in 2016. Fera proposed the creation of three to five minute videos for each of the following categories: GED Preparation, targeting

youth age 16-24 without a High School diploma or GED, Youth Occupational Training, targeting youth age 16-24 with a High School diploma or GED who have a career goal, and Adult Training Success, targeting adult job seekers, career changers, and elected officials. Discussion ensued.

Fera presented the ATIM marketing video for the committee to view, as well as videos that have been created in the past. A fourth video targeting Incumbent Workers and a composite video were suggested, along with the creation of a You-Tube channel.

### ***Legislative Outreach***

The National Association of Workforce Boards will host a forum in Washington DC from Sunday, March 13th through Tuesday, March 15<sup>th</sup>. Fera and Flessner will attend the forum along with Greg Dover, Colleen Mathy, and Mary Gajcak. Fera discussed an agenda for attendants to meet with US Representatives Foster, Hultgren, Kelly, Kinzinger, Lipinski and Rush in order to thank them for their continuing support and to deliver updates and outcomes.

### ***Next Meeting***

The next Committee meeting is scheduled for Thursday, March 17, 2016 at 7:30 am at the Workforce Services Division of Will County offices, 2400 Glenwood Avenue, Joliet.