

**Communications Committee
Workforce Investment Board of Will County
Location: Workforce Center of Will County
2400 Glenwood Avenue, Joliet
January 12, 2017**

Minutes

Communications Committee					
Name	Present	Absent	Name	Present	Absent
Colleen Brooks		X	Allison Lizzadro-Megalis		X
Jayne Cain Casimere		X	Judy Mitchell	X	
Greg Dover*		X	Don Moran		X
Susan Flessner	X		Pat Mudron*		X
John Greuling		X	Joe Strong		X
Carlos Interrial		X	Betty Yott		X

Others Present: Susan Davinger, Pat Fera, Mary Gajcak

Welcome and Introductions

Pat Fera called the meeting to order. Inclement weather prevented several committee members from attending this meeting so an informal discussion was held.

Website Data Project

Fera reported that she will propose the purchase of ESRI "Business Analysis" for statistics gathering, delivery, and website presentation. 50 user licenses are expected to cost approximately \$15,000, and a GIS piece, "Business Analysis", will cost another \$2000. This includes 10,000 Report Credits. Will County presently has a number of ESRI products in use. The Workforce piece will address the specific needs of Workforce and economic development in Will County. Fera will meet with the IT Department at Will County to see if there might be a cost-sharing for user licenses.

Communication Strategy

Fera reported that \$9,043,977 has been invested in training (with WIA/WIOA funds) from July 1, 2013 through June 30, 2016. Total wages earned by WIA/WIOA customers after receiving training is \$23,950,462. The return on every dollar invested is \$2.65. The average wage of customers who obtained employment after training is \$37,248.

Fera proposed that an RFP for graphic design and communication services to include design and creation of infographics for the reporting of complicated data, and story telling devices, general marketing and information brochures, web-based pages to use in industry sector, photography, marketing and general communications activities.

The production of videos for Youth, to be used for both recruitment and marketing, will begin soon. Four companies will be approached for on-site videography, including UPS, Silver Cross Hospital, Pollman, and the GAD Group. Joliet Junior College students have been identified for interviews.

Fera asked the committee to recommend new prospective board members from the private sector for board membership particularly from Transportation/Logistics, Banking, Healthcare and Not-for-Profit. TANF and IDHS-Division of Rehab Services will appoint members.

Next Meeting

The next Committee meeting is scheduled for March 9, 2017 at 7:30 am at the Workforce Services Division of Will County offices, 2400 Glenwood Avenue, Joliet.