

**Communications Committee
Workforce Investment Board of Will County
Location: Workforce Center of Will County
2400 Glenwood Avenue, Joliet
March 9, 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

Pat Mudron called the meeting to order.

Minutes

Minutes of both September 15, 2016 and January 12, 2017 meetings were approved on a motion by Carlos Interrial, seconded by Judy Mitchell.

Communication Strategy- RFP

An RFP for the development of marketing materials and strategy has been released. Proposals are due no later than March 24th. Several proposals have been received to date. Fera will bring recommendations to the Committee in May.

Youth Video

A preview of the *Connect to Your Future* program student interviews, conducted by EDSI, was shown. Fera suggested that an addition of an interview with staff that addresses the barriers to success faced by incoming students, and how they are overcome, will be added to the video. Youth Council will develop a strategy for distribution.

Legislator Visit Materials

Fera reviewed the information packet distributed to legislators during the 2016 NAWB Conference, and addressed updates and changes that will be incorporated for the 2017 packet. Suzanne Sallay and John Greuling will be attending the NAWB Conference this spring

Fera distributed policy talking points for upcoming legislator visits, proposing four key elements to assure continued successful delivery of services: 1. Greater and more effective public investments in workforce education and training tied to market outcomes, 2. Budget flexibility to address changing and most critical needs in local area workforce services, 3. Accountability measures for business satisfaction to include satisfaction surveys and return on investment as indicators of how successfully the system is meeting business needs, 4. Continuing emphasis on work-based learning, elimination of disincentives to leverage non-federal/private resources in order to expand resources and allow for service to a greater number of youth, 5. Will County's return on investment for the last year is \$2.65 returned for every dollar invested, 6. Will County has engaged an out-of-school youth policy that targets 100% of youth dollars on out-of-school youth, ensuring that WIOA youth funds are spent on youth most in need, and 7. Will County

places a strong focus on on-the-job training and incumbent worker programming which meet the unique needs of business customers in order that they remain productive and grow.

Next Meeting

The next Committee meeting is scheduled for May 11, 2017 at 7:30 am at the Workforce Services Division of Will County offices, 2400 Glenwood Avenue, Joliet.