

**Communications Committee
Workforce Investment Board of Will County
Location: Workforce Center of Will County
2400 Glenwood Avenue, Joliet
May 11, 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 March 9, 2017 meeting were approved on a motion by Susan Flessner, seconded by Judy Mitchell.

Communication Strategy- RFP

Pat Fera presented seven companies' bids for the creation of marketing materials and strategies. The committee viewed presentation packets from each of the seven. Three firms, Dugan-Bassett, Jen Brookman, and J.Cowan Design, were eliminated first. J.V. Murphy's art was color intensive and difficult to reproduce. Judy Mitchell asked if Ask might consider a negotiated rate of service. Three companies were discussed in greater detail. AdCom and Ask were favored above the rest, however, their prices were quite high. Ask does work for organizations that we are familiar with, and references are easy to acquire. AdCom's social media calendar was impressive. Spiegel Associates has an English major from the University of St. Francis on their team, which matches the need for quality text interpretation of the WIB brand and services, as well as proofreading and critical evaluation. Fera will gather physical examples of the work of the three contenders.

Legislator Visit Materials

Fera reviewed the information packet distributed to legislators during the 2017 NAWB Conference. Visits to legislators were for information purposes. Fera distributed policy talking points used for legislator visits. The congressional packets were well received.

Next Meeting

The next Committee meeting is scheduled for July 13, 2017 at 7:30 am at the Workforce Services Division of Will County offices, 2400 Glenwood Avenue, Joliet.