

**External Relations-Legislative Affairs Committee  
Workforce Investment Board of Will County  
Location: Joliet Junior College, Renaissance Center,  
214 N. Ottawa St, Joliet, Room 519  
November 19, 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, Mary Gajcak, Susan Davinger

***Welcome and Introductions***

Greg Dover called the meeting to order.

***Minutes***

Minutes of the September 17, 2015 meeting were approved on a motion from Pat Mudron, seconded by Jayme Cain-Casimere.

***Action Plan Development***

Pat Fera proposed the 2016-2017 Action Plan. Jayme Cain moved for approval, seconded by Susan Flessner. Motion carried.

***Marketing/Public Relations of Workforce Activities***

Fera presented four specific Audiences for the Committee to target communications to, each with sub-groups. Under each category, specific information about WSD services and activities were recommended. Discussion ensued. The Committee will assemble talking points and determine strategies for presentation to each of the target groups. The committee discussed hiring a Public Relations firm to help to create materials for targeted audiences.

Fera handed out "Will County Industry Employment and Establishments", which reflects the number of industries in Will County and the number of jobs each provides, as well as projections by industry to 2020.

Fera announced that the next National Association of Workforce Boards Conference in Washington DC will be in March of 2016.

***Next Meeting***

The next Committee meeting is scheduled for Thursday, January 21, 2016 at 7:30 am at the Workforce Services Division of Will County offices, 2400 Glenwood Avenue, Joliet.