

**Communications Committee
Workforce Investment Board of Will County
Location: Workforce Center of Will County
2400 Glenwood Avenue, Joliet
May 19, 2016**

Minutes

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

Others Present: Susan Davinger, Pat Fera, Judy Mitchell

Welcome and Introductions

Greg Dover called the meeting to order. Pat Fera introduced and welcomed Judy Mitchell, Interim President of Joliet Junior College.

Minutes

Minutes of the January 21, 2016 meeting were approved on a motion from Pat Mudron, seconded by Susan Flessner.

Video Development - EDSI

EDSI was contracted in PY15 to develop marketing materials for each of the four Industry Sectors. The Youth Council asked that youth-specific materials would be created, highlighting each of the four sectors. Fera has proposed that the contract with EDSI would be extended for one year in order to produce high quality videos for youth, as well as plans for marketing the Incumbent Worker program. Fera asked the committee to bring ideas for businesses in each of the sectors that would allow EDSI to shoot video roll in their facilities. Amazon, R.R. Donnelly and UPS were suggested for contacts in the logistics sector.

Legislative Outreach

Fera distributed booklets that were created for legislative visits while at the NAWB Focus Conference last Spring. Three main issues were discussed with legislative staff. First, the team asked that the WIOA 20% work-based learning expenditure requirement would be reviewed to include wages earned by youth that have received unsubsidized employment as a result of WIOA services in addition to subsidized employment dollars. Since the reversal of the recession, employers would rather hire youth outright. Fera will draft a follow-up letter to legislators, in which the problem and proposed solution to this problem are clearly spelled out. Another area of discussion was the development of a performance measure of service to employers. The current plan will allow States to select two of three measures: 1) employee retention rate of participants hired after receiving services and employed by the same employer in the 2nd and the 4th quarter after exit. The problem with this is that data will not include WIOA resource room customers, on-line customers, job-fair customers, and others; 2) Repeat business customer rate. Fera noted that this could actually benefit employers with bad hiring

practices that result in high turnover rates. A customer who has only one or two openings a year may not be counted as a repeat customer; and 3) Employer penetration rate: In large counties like Will County, a high penetration percentage rate may be impossible to achieve. For example, in 2015, there were over 16,000 employers in Will County. An expectation of even 10% would be extremely unrealistic, given the funding and staffing available for programs. Fera will draft letters to legislators, and will also contact the Metro Region to ask them to do the same. A third concern has to do with the potential for the hold-up of PY16 budget monies from the State of Illinois. Fera is asking for help in legislation that would release Federal funds that pass through the State.

Communication Strategy

Fera proposed that an RFP would be created to acquire a professional marketing team to create a communications strategy for Workforce Investment Board. The goal is to build political support, create opportunities to expand programs, attract partners and future board members, to attract additional funding, etc. The Committee will identify marketing firms located in and/or familiar with Will County to do the work.

Next Meeting

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