

**Communications Committee**  
**Workforce Investment Board of Will County**  
 Location: Workforce Center of Will County  
 2400 Glenwood Avenue, Joliet  
**September 14, 2017**  
**Minutes**

Committee Members:					
Name	Present	Absent	Name	Present	Absent
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				
Others present:					
Susan Davinger		Mary Gajcak		Caroline Portlock	

***Welcome***

Pat Mudron called the meeting to order.

***Minutes***

Minutes of May 11, 2017 meeting were approved on a motion by Judy Mitchell, seconded by Carlos Interrial.

***Communication Strategy Update***

The Committee viewed the new Connect to Your Future video, created by EDSI for use as a promotional vehicle.

Caroline Portlock and Mary Gajcak met with Tracy Nappier of AdComm on September 12<sup>th</sup>. AdComm will create marketing materials for business services for use when meeting with employers. Materials will encompass Workforce Services available from all Workforce Partners in order to provide a sleek and understandable overview of services available to Will County business. A youtube Channel is being created to house videos created by EDSI as well as the ATIM video. The Workforce Services LinkedIn business page will be improved in order to increase engagement. Workforce Services social media will also be enhanced. Geo-fencing and Geo-targeting will be used to improve access to services to potential customers who can receive messages, alerts, or other information sent to their mobile phone when they enter the WCWC area.

***Strategic Plan 2017-2018***

Portlock presented a plan for next year, asking that the Committee return with suggestions for additions and/or deletions for next year's plan.

***Next Meeting***

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