

**Communications Committee**  
**Workforce Investment Board of Will County**  
 Location: Workforce Center of Will County  
**April 19, 2021 Minutes**

Committee Members:					
Name	Present	Absent	Name	Present	Absent
Jayme Cain Casimere	X		Cornell Lurry		X
Dave Conterio	X		Judy Mitchell*	X	
Beth Gonzalez	X		Pat Mudron*	X	
Carlos Interrial	X		Josh Potter	X	
Scott Kettman	X		Jim Rink		X
Paul Lauridsen	X		Michelle Stiff	X	
Others present:					
Susan Davinger	Mo Glomb		Caroline Portlock		

**Welcome**

Co-Chair Pat Mudron called the meeting to order.

**Minutes**

The minutes of January 18, 2022 meeting were approved unanimously by roll call on a motion by Interrial, second by Gonzalez.

**Business Services Team** Scott Kettman reported highlights from the Business Services Team’s recent events and activities.

**Publications/Outreach** Glomb (Career Outreach Specialist, WSD)

- Discussed a number of plans for:
  - Social Media Posts
  - Tracking Analytics
  - Direct Outreach Strategies
- Committee discussed developing goals and measures to determine impact of targeted campaigns.

**Next Meeting** The next Communications Committee meeting is scheduled for July 19, 2022.