

Communications Committee
Workforce Investment Board of Will County
 Location: Via WebEx
January 18, 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		
Others present:					
Mo Glomb	Greg Pipkin		Caroline Portlock		

**Meeting occurred virtually via Webex*

Welcome

Co-Chair Pat Mudron called the meeting to order.

Minutes

The minutes of November 16, 2022 meeting were approved unanimously by roll call on a motion by Interrial, second by Stiff.

One Stop Operator/Workforce Services Michelle Stiff reported that engagement in the Center's activities, events, and visits are on a steady pace.

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

Publications/Outreach Glomb/Pipkin

- Mo Glomb, Career Outreach Specialist and Greg Pipkin, Business Services Liaison were introduced to the committee.
- Discussed several examples of a rebranded look for:
 - Social Media Posts
 - Program and Center Flyers
- WSD Services Brochure was developed to place in various locations (Libraries, Municipal Buildings, etc.) throughout the County.
- Committee discussed developing goals and measures to determine impact of targeted campaigns.

Adjourn The meeting was adjourned on a motion by Gonzalez, seconded by Stiff. Motion carried.

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