

COMMUNICATION MARKETING

March 20, 2013

Members Present

Kathy Farinaccio, Chair
Tom Bianco, WIB Director
Lita Abele, Business
Eileen Gallo, WIB Staff

Michael Girone, Co-Chair
Ricky O'Hara, NJLWD
Karen Dickel, WIB Staff
Bridget DiGiambattista, WIB Staff

Members Absent

Richard Bellamente, Private
Michelle Shirey, GC Economic Development

Euletta Gordon, Business
Eileen Shute, GCIT/GCSSSD

Kathy opened the meeting at 10:00 a.m.

A motion to approve February 20, 2013 minutes was made.

Status

WIB Website – Karen reported the Veterans link has been forwarded to D. Brice. The WIB members will be added and the unemployment link will be changed. Eileen suggested we add NJ Department of Education-NJCAN.org as a quick link, which provides description of every job type and what is in demand. We will request the website be ready to go live by April 16. Eileen will forward to Debbie Sellitto for final approval indicating a deadline. The website will be presented to the Executive Committee on April 17.

Program Report – Eileen reported it is at the printers. We are still waiting on Hosea's narrative.

Newsletter – stories for next newsletter include: Full WIB Breakfast presentation-Mike, Career Resource Event and Career Workshops-Eileen, One Stop rep at County Store-Karen. Add as side bar Rowan University Career Resource Event-May 10 and Full WIB Breakfast-May 1. Kathy asked that the stories be submitted to Eileen by end of March and anticipate going out by April 16. Suggest doing story on Chemical Process Tech class beginning April 1. Karen will do story on education program with businesses in Woodbury.

Kathy asked how we go forward to market the WIB. Mike suggested LinkedIn, which is utilized by businesses. Eileen said we are allowed to use LinkedIn, but will look into. Mike suggested using the West Deptford Patch, Eileen will check to see if Washington Twp. has a Patch. Kathy suggested if our Executive committee members are involved in organizations, they should market the WIB there. Eileen will invite Debbie S. to next month's Marketing meeting to discuss advertising of the WIB.

Kathy asked the WIB Website always be on the agenda for discussion.

A motion for adjournment was made.

The next meeting will be held April 17, 2013.

Respectfully submitted,

Bridget A. DiGiambattista, WIB Staff