

COMMUNICATION MARKETING

April 17, 2013

Members Present

Kathy Farinaccio, Chair
Tom Bianco, WIB Director
Denise Taguwa, NJLWD
Karen Dickel, WIB Staff

Michael Girone, Co-Chair
Ricky O'Hara, NJLWD
Eileen Gallo, WIB Staff
Bridget DiGiambattista, WIB Staff

Members Absent

Lita Abele, Business
Euletta Gordon, Business
Eileen Shute, GCIT/GCSSSD

Richard Bellamente, Private
Michelle Shirey, GC Economic Develop.

Kathy opened the meeting at 10:20 a.m.

A motion was made to approve minutes from March 20, 2013 meeting by M. Girone, seconded by R. O'Hara.

Status

WIB Website - waiting on final approvals.

Newsletter – Eileen said it is ready to go, she is waiting on final approval for new website. Kathy asked to add Youth One Stop Graduation date (6/5) on sidebar.

Stories for the next newsletter include: Recovery 4Jersey (Eileen), Process Technology Certificate (Kathy), Youth One Stop Graduation (Karen), Rowan University Career Resource Event (Eileen).

Program Report – Eileen reported still waiting on Hosea message. Eileen suggested changing color scheme of program report. It was suggested to add a QR Code to the Program Report.

New Business

We have been asked to develop a template for the WIB Chairs to use for the Full WIB Breakfast presentation. It was recommended to add mission and current activities / highlights to the template. Eileen will forward to all committee chairs. Our committee highlights include: new website, newsletters, Program Report, and exploring social media.

Eileen will submit letter Administration regarding our interest to explore using LinkedIn Groups as business outreach and communication.

Develop a spreadsheet to track name, time & place, materials used, etc. when WIB members speak at various organizations.

A motion for adjournment was made.

The next meeting will be held May 15, 2013.

Respectfully submitted,

Bridget A. DiGiambattista, WIB Staff