

COMMUNICATION MARKETING
July 17, 2013

Members Present

Michael Girone, Co-Chair
Karen Dickel, WIB Staff
Bridget DiGiambattista, WIB Staff

Tom Bianco, WIB Director
Eileen Gallo, WIB Staff

Members Absent

Kathy Farinaccio, Chair
Richard Bellamente, Private
Ricky O'Hara, NJLWD
Eileen Shute, GCIT/GCSSSD

Lita Abele, Business
Euletta Gordon, Business
Michelle Shirey, GC Economic Dev.
Denise Taguwa, NJLWD

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

No motion to approve June 19 2013 meeting minutes was made.

Next newsletter will be released in early fall. Highlight Talent Network in future newsletter, linking to DOL for additional information. Mike suggested we do section on jobs in demand and salaries. It was suggested we develop a 'poster' to be hung at the One Stop with list of jobs in demand & salaries, directing to WIB website for additional information. Add link for Talent Network.

Eileen will send out separate constant contact notices for Full WIB Breakfast, Career Workshops, and Career Resource Event.

Annual Report – we reviewed what will be included in PDF version of PR to be sent to SETC.

Report being sent to SETC will not include Freeholder messages.

WIB Highlights – business outreach and retention, network of relationships with partners, coordination with vendor supply training, Career Resource Events & Career Workshops, partnership with Rowan University & GCC Cap Center, literacy and youth one stop graduate rates.

Official Program Report (Booklet) to include messages:

Freeholder Director message-Kathy F.- message to focus on State of the County.

Freeholder Liaison message-Mike G.-message to focus on Career Resource Event, success of Career Workshops, unemployment rate.

WIB Chair message-Hosea/Eileen-message to focus on WIB re-certification.

WIB Director message-Karen-message to focus on WIB partnerships.

All messages to be completed in draft by September 18th Communication Marketing meeting.

A motion for adjournment was made.

The next meeting will be held August 21, 2013.

Respectfully submitted,
Bridget A. DiGiambattista, WIB Staff