

COMMUNICATION MARKETING

August 21, 2013

Members Present

Kathy Farinaccio, Chair
Karen Dickel, WIB Staff
Bridget DiGiambattista, WIB Staff

Tom Bianco, WIB Director
Eileen Gallo, WIB Staff

Members Absent

Michael Girone, Co-Chair
Richard Bellamente, Private
Ricky O'Hara, NJLWD
Eileen Shute, GCIT/GCSSSD

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

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

No motion to approve July 17, 2013 was made due to lack of attendees.

Old Business

WIB Website - Will upload photos taken at August Career Resource Event, Youth One Stop GED graduation ceremony.

WIB Newsletter – story highlighting the NJ Financial Talent Network (Eileen), Success Story from Brenda (Kathy), Career Resource Event (Eileen), Jobs in Demand & Salaries (side bar)-Kathy suggested we keep that as sidebar but just update, expect next newsletter to be ready for distribution mid-September.

Annual Report (SETC) – highlight with bullet - focus on business outreach & retention, performance measurement numbers.

Program Report - 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 / youth one stop graduate rates and performance measurement numbers.

Official Program Report (booklet) to include messages:

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

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

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

WIB Director message to focus on WIB partnerships - Karen.

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 September 18, 2013.

Respectfully submitted,

Bridget A. DiGiambattista, WIB Staff