

COMMUNICATION MARKETING

November 20, 2013

Members Present

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

Tom Bianco, WIB Director
Denise Taguwa, NJLWD
Eileen Gallo, WIB Staff

Members Absent

Kathy Farinaccio, Chair
Euletta Gordon, Business
Eileen Shute, GCIT/GCSSSD

Lita Abele, Business
Michelle Shirey, GC Economic Devel.

Michael opened the meeting at 10:15 a.m.

A motion to approve October 16, 2013 meeting minutes was made.

Old Business

Website

The Local Area plan will be placed on the website along with public comment page. Eileen will send out Constant Contact 'alert' to visit WIBNJ to view the Local Plan.

Newsletter

Stories include: first new WIB member bio will be Dan Ruotolo, followed by Anthony Bellia as the second bio story; October 2013 Career Resource Event follow up. Side bar info to include: GCC Co-Op program, Jobs in Demand. Tom suggested an upcoming newsletter story focus on hiring incentives for veterans.

Program Report

Waiting for WIB Chair message, then it will be forwarded to D. Sellitto for final approval.

Conducting WIB Meetings via Conference Calling

WIB members cannot conveniently attend all WIB meetings, so there is discussion about conference calling. Tom will speak to County Counsel.

New Business

Workforce Learning Link

Glassboro Library will be new learning link site starting January 7, 2014. Ideas on how to reach general market: press release, County newsletter, posters/flyers, Churches, Heart of Gloucester County. Eileen will contact public officials in Glassboro announcing this new site.

A brief discussion was held on holding another Workforce Summit focusing on students. May want to conduct presentations at the schools on career day. Further discussion at the December meeting.

A motion for adjournment was made.

The next meeting will be held December 18, 2013.

Respectfully submitted,
Bridget A. DiGiambattista, WIB Staff