

COMMUNICATION MARKETING

December 18, 2013

Members Present

Kathy Farinaccio, Chair
Tom Bianco, WIB Director
Karen Dickel, WIB Staff
Bridget DiGiambattista, WIB Staff

Michael Girone, Co-Chair
Les Vail, Business
Eileen Gallo, WIB Staff

Members Absent

Lita Abele, Business
Ricky O'Hara, NJLWD
Denise Taguwa, NJLWD

Euletta Gordon, Business
Eileen Shute, GCIT

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

A motion to approve November 20, 2013 minutes was approved.

Old Business

Website – suggest update photo of Thorofare One Stop-Eileen will take the photo. Add photo of Learning Link at Glassboro Library once opened. Eileen will send Save the Date via Constant Contact for January 8 Full WIB Breakfast.

Newsletter – next newsletter will be issued in January 2014. Newly appointed WIB members will be highlighted in upcoming issues. Next newsletter stories include Career Resource from October, announce March Career Resource Event, Recovery 4 Jersey hiring incentives.

New Business

Les suggested the WIB look into utilizing social media, focusing on Career Resource Event. Tom will speak with County Counsel.

Les suggested a networking event the morning of the next Career Resource Event. Another suggestion is possibly hosting a B to B WIB focused meeting by inviting all employers that have participated in CRE to share what we are looking for and gather feedback. A concern was expressed about not knowing what a WIB is. Les stated we need to do something formal to bring attention from the business world. He questioned how many businesses are we tapping into that really understand what the WIB is, who the WIB is, and what the WIB does and there is a resource like the WIB that is free and can help the business community.

We should speak with Patty Claghorn about sponsoring an employer only networking event. We can focus on GCC Co-op Program, & Talent Networks.

Another suggestion would be holding smaller specialized career fairs.

Kathy announced she will be resigning as Chair of the Communication Marketing Committee effective immediately.

A motion for adjournment was made.

The next meeting will be held January 15, 2014.

Respectfully submitted,

Bridget A. DiGiambattista, WIB Staff