

## COMMUNICATION MARKETING

June 3, 2014

### Members Present

Michael Girone, Chair

Tom Bianco, WIB Director

Michelle Shirey, GC Economic Development

Les Vail, GC Chamber of Commerce

Eileen Gallo, WIB Staff

Mark Wilgus, Co-Chair

Ricky O'Hara, NJLWD

Denise Taguwa, NJLWD

Karen Dickel, WIB Staff

Bridget DiGiambattista, WIB Staff

### Members Absent

Lita Abele, Business

Eileen Shute, GCIT/GCSSSD

Euletta Gordon, Business

Mike opened the meeting at 8:35 a.m.

A motion to approve minutes from April 1, 2014 meeting was made by L. Vail, seconded by M. Wilgus.

### Old Business

WIB Website – still waiting on updated photo of the One Stop

Newsletter – Ricky reported every Wednesday, 1:30 pm a Jersey Jobs Club for Veterans is held at the One Stop. An employer is invited every week to speak to the veterans. Mike would like to include info on Jersey Job Clubs for Veterans in future newsletter. Tom suggested an article for upcoming newsletter focus on OJT Programs. Next new WIB member story will focus on M. Wilgus.

Les mentioned a support group called Career Transition Partners-ctpnj.org. They are looking to expand into Gloucester County. Les will have them contact Tom.

Michelle suggested one page newsletter that lists various hiring incentive programs & links offered to businesses.

Workforce Summit – Eileen will be reaching out to panelists again for individual response to invitation. Sponsorships-invite current WIB members if they would be interested in sponsoring \$500 for the Workforce Summit. Eileen will contact John Mondelli & asked to videotape the Summit.

Social Media – Facebook-we must develop a marketing strategy, and then it will be sent for approval. It is recommended how we will promote Facebook, who will be our partners, & how we will partner with other organizations. Suggested captions Gloucester County Back to Work or Jobs4GC /Powered by GCWIB.

A motion for adjournment was made.

The next meeting will be held July 1, 2014.

Respectfully submitted,

Bridget A. DiGiambattista, WIB Staff