

COMMUNICATION MARKETING
February 3, 2015

Members Present

Mark Wilgus, Chair
Les Vail, GC Chamber of Commerce
Eileen Gallo, WIB Staff

Michelle Giuliani-Shirey, WIB Director
Karen Dickel, WIB Staff
Bridget DiGiambattista, WIB Staff

Members Absent

Lita Abele, Business
Ricky O'Hara, NJLWD

Euletta Gordon, Business

Visitor

Vito Palo, DVRS

Mark opened the meeting at 8:30 am.

A motion to approved December 5, 2014 and January 5, 2015 meeting minutes was made by L. Vail, seconded by M. Wilgus.

Old Business

Newsletter – Eileen stated she is currently developing the next newsletter which will included article for financial services job fair held January 15, 2015.

WIBNJ Website – flyers for upcoming job fair and workshops was uploaded.

Job Fair – Gloucester County Job Fair & Resource Event will be Friday, March 6, 2015. Job fair workshops will be held Feb. 24, 25, & 26. Michelle stated we will be looking for additional sponsorships for job fairs to cover expenses not covered by our grant dollars. We will begin to track the amount of job seekers by asking them to sign in which will help us in collecting data. Data will include the name, address, email and checking a box indicating if the participant is unemployed and for how long as well as collecting assistance or just need to find a better job.

New Business

Facebook – Michelle reported we have been approved to use Facebook. We need to develop a 'hook' to get people to 'Like Us". We need to attract both employer and job seeker and define what is the benefit to each community (employer community & job seeker community) to like. As a job seeker it will help find a job & resources, as an employer it can promote their business.

Workforce Summit date – tentatively scheduled for April 17, 2015, waiting for final approval.

Veterans Job Fair – RCGC provided 2 dates that are good for them, waiting for final approval.

A motion for adjournment was made.

The next meeting will be held March 3, 2015.

Respectfully submitted,
Bridget A. DiGiambattista, WIB Staff

