

## COMMUNICATION MARKETING COMMITTEE

May 5, 2015

### **Members Present**

Ricky O'Hara, NJLWD

Randi Woerner, Woodbury Economic Dev.

Eileen Gallo, WIB Staff

Bridget DiGiambattista, WIB Staff

Les Vail, Business

Vito Palo, DVRS

Karen Dickel, WIB Staff

### **Members Absent**

Mark Wilgus, Chair

Euletta Gordon, Business

Michelle Giuliani-Shirey, WIB Director

Les opened the meeting at 9:10 am.

A motion to approve minutes from April 7, 2015 meeting was made by R. Woerner, seconded by R. O'Hara.

### **Facebook & Constant Contact**

Eileen stated she contacted a business that will maintain constant contact & facebook for a fee of \$500 per month. Les stated that is a high cost and does not like the fact they will maintain the list. He will provide a few local businesses that he has used in the past. He also recommended she contact RCGC and/or Rowan University to apply to use an intern to maintain constant contact & facebook for September 2015. Les volunteered to contact Rowan University and Eileen will contact RCGC regarding interns.

Newsletter – Eileen reported she has not contacted Mary & Jeanne for OJT story, but will contact them shortly for their input.

Summit – Eileen stated there is no feedback to date about the Summit. Les recommended for the next Summit, to focus on 2 sectors.

Veterans Job Fair – was not a well-attended event. Concern was expressed in losing employers due to lack of job seekers. Les suggested letting businesses know we do industry specific job fairs and send stats to employers from these job fairs.

Individuals with Disabilities Job Fair – Anticipate holding this event in September at the new ACT building. Les recommended sending flyer to County Superintendent Office to reach out to all high schools, especially focusing on the resources that will be available. Vito stated A. Hunnicutt did a power point presentation encouraging employees to hire individuals with disabilities, he recommended showing at the event. Eileen stated she will contact A. Hunnicutt to invite her to attend this job fair in September.

### **New Business**

Marketing Plan – Les recommended utilizing Rowan University to develop the WIOA strategic plan & marketing plan. He will contact Rowan University representative.

Vito presented a copy of what he developed to possibly be our Mission Statement and Core Values.

A motion for adjournment was made by R. Woerner, seconded by R. O'Hara.

Respectfully submitted,

Bridget A. DiGiambattista, WIB Staff