

## COMMUNICATION MARKETING

July 7, 2015

### **Members Present**

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

Vito Palo, DVRS  
Mary Weidler, NJLWD  
Eileen Gallo, WIB Staff

### **Members Absent**

Mark Wilgus, Chair  
Ricky O'Hara, NJLWD

Euletta Gordon, Business  
Randi Woerner, Woodbury Econ. Devel.

Les opened the meeting at 8:30 am.

### **Facebook & Constant Contact**

No report was available. Michelle & Eileen have had issues trying to access these programs.

### **Newsletter**

Next newsletter expected to be released end of July. Stories to be included are: Ricky O'Hara was recognized as LVR of the year by American Legion, highlight Youth programs discussed at Full WIB Conference, & DVRS OJT story.

### **Disabilities Job Fair**

Several dates have been submitted for approval, Michelle will follow up regarding finalizing date.

Michelle reported she signed contract for online advertising for October 2015 general job fair. The Committee will contact all local cable Channel 9 and Comcast Spotlight. Since the GC Library will be partners with Career Pathways, she will ask them to put on their website.

### **New Business**

Vito reported he is not sure if anyone was hired from the veterans' online job fair but will send out blurb to inquire. Eileen asked in general if there is a transitional service prior to service people being discharged. Vito stated he has a contact and will follow up regarding this topic.

### **Interns**

Les asked Eileen the status of reaching out to RCGC for interns. Michelle asked Tom to follow up with M. Pandolfo & C. Bruner on status of County looking to develop a paid internship.

### **Spotlight**

Next town spotlight will be July 15, at RiverWinds Community Center; focus will be on hiring & training incentives.

Discussion was had on developing a marketing plan so public is aware of the WIB and the available services, one way is collecting client information so they can be informed on future job fairs, hiring opportunity announcements. However, we also need to get information to those currently not collecting unemployment. Social media will be the key, especially since it does not require cost only access. Michelle asked each member to provide priorities, based on having a marketing budget, and what would be most effective way it could be used.

Vito announced Comcast Cable is holding a job fair for veterans/families on July 14, they have 15 job openings.

Vito reported he's been thinking of ideas to get veterans back in the workforce. Goodwill offers a Microsoft Training program, however transportation is an issue. Vito offered idea of a mobile computer lab run by veterans, also mentioned Goodwill having bigger presence in Gloucester County. He & DVRS staff discussed having a veterans run transportation business for DVRS clients that need transportation. A provider suggested microbrewery run by veterans.

In response to Vito's aforementioned ideas, Michelle & Les agreed that the WIB's role is clearly defined; about operating programs or initiating services to the veterans or asking Goodwill to expand. However, during Strategic Planning process must incorporate/define the roles of other agencies/departments, which a lot of departments are already part of the WIB.

A motion for adjournment was made.

The next meeting will be held August 3, 2015.

Respectfully submitted,

Bridget A. DiGiambattista, WIB Staff