

MINUTES OF A MEETING OF THE
MARKETING COMMITTEE
OF LAKE COUNTY WORKFORCE INVESTMENT BOARD

November 14, 2001 - 3:00 p.m.
at Lake County Dept. of Job & Family Services
177 Main St., Painesville, Ohio

COMMITTEE MEMBERS

ATTENDING: Nancy Brown
Pat McAteer

STAFF ATTENDING:

Pam Fiederer
Donna Mona
Susan Moran
Marty Singer

Meeting was called to order by Nancy Brown, Chair.

MINUTES OF MARKETING COMMITTEE MEETING OF MAY 3, 2001:

Motion was made by Ms. McAteer and seconded by Ms. Brown to approve the minutes of the May 3, 2001 meeting as submitted. Motion carried.

TOUR OF LAKE COUNTY ONE-STOP FACILITY:

Ms. Mona advised that Mr. Iacofano would conduct the Marketing Committee's tour of the One-Stop facility at the next meeting.

REPORT ON EXECUTIVE COMMITTEE PRIORITIES:

Ms. Brown

Committee reviewed the Executive Committee priorities contained in the agenda package.

Ms. Brown advised that she attended a presentation at Perry Tech about a computer technical service company staffed by students offering technical support at reasonable cost to local companies. Ms. Brown gave Ms. Fiederer the name of the contact at Perry High and requested that ETA staff call him to find out more about their program.

Mr. Singer reported on the increased activity on our website and the addition of a Position Wanted Section to the site.

Ms. McAteer advised that she had written an article for the Society for Human Resource Management (SHRM) newsletter about our services and she will submit articles in the future in order to put our name out to SHRM members to gain name recognition. She also advised that Make-A-Wish Foundation sponsored a golf outing and that Jobsite put an ad in their printed program. She offered to take some Jobsite brochures to distribute at the next SHRM meeting.

Committee asked about the scheduling of the open house discussed at the last meeting. They were advised that the date has not yet been set, but that invitations are ready and articles have been written; we are simply waiting until the date for the event is selected, which will probably be in January or February. The Committee agreed that February would be a good time for the grand opening and recommended that we generate sufficient publicity so that the event receives press coverage.

Mr. Singer advised that there will be more mailings and inserts developed for local chamber newsletters and journals to build name recognition in the community.

Ms. Brown would like to compile the mailings, hands-outs, brochures, etc., that have been developed and sent out so far, as well as information about our website traffic, and put these into a "fact packet" to hand out at the next full Board meeting. She requested that Mr. Singer put this together and distribute it at the next Board meeting.

Mr. Singer advised that a Learning Center Section will be added to our website, and our next development will be that the programs and tutorials offered in our lab will be Internet based so that customers will be able to access all that our lab offers from other One-Stop partner sites. This also makes it easier to track what the customers are using.

Mr. Singer mentioned that he would like to develop an e-mail campaign to local employers to get the word out about our services, and that Montgomery County has done a good job of getting local employers involved. He also advised that we are now listed with a search engine. This is a service which used to be offered free of charge for the most part, but now the search engines are starting to charge.

The Committee asked if we need to look at any other type of promotional tools or products besides brochures and printed materials. Ms. Mona advised that in the past (under JTPA), giveaway items (i.e., key chains, pens, etc.) were not allowable costs.

The Committee recommended that we send out guest speakers to local group meetings (i.e., Chambers of Commerce, SHRM meetings, etc.).

STATUS OF CUSTOMER SUCCESS STORIES:

Ms. Fiederer

In response to the Executive Committee's recommendation that customer success stories be developed, Ms. Fiederer asked for guidance regarding the form they should take: Should the stories be in written form? Would they be used in a brochure? Would a booklet be developed containing a collection of success stories?

The Committee suggested that down the road, a video of success stories be produced. They recommended that to start, at this time one- or two-sentence testimonials should be put on the website, with the idea in mind to possibly produce a short video in the future. Committee recommended also that a feedback section be added to the website near these testimonials.

OTHER BUSINESS:

Ms. Brown and Ms. McAteer suggested that Committee members meet informally before the next meeting to discuss marketing ideas and strategies, and they scheduled the next formal meeting of the Marketing Committee for Thursday, January 10, 2002, at 8:00 a.m. at Lake County Job & Family Services.

ADJOURNMENT:

There being no further business, the meeting was adjourned at 4:35 p.m.