

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

January 10, 2002 -8:00 a.m.
at Lake County Dept. of Job & Family Services
177 Main St., Painesville, Ohio

COMMITTEE MEMBERS

ATTENDING:

Nancy Brown
Pat McAteer
Jeff Malish

STAFF ATTENDING:

Pam Fiederer
Donna Mona
Susan Moran
Marty Singer

OTHERS ATTENDING:

Terri Richards

Meeting was called to order by Nancy Brown, Chair.

MINUTES OF MARKETING COMMITTEE MEETING OF NOVEMBER 14, 2001:

Motion was made by Mr. Malish and seconded by Ms. McAteer to approve the minutes of the November 14, 2001 meeting as submitted. Motion carried.

STATUS REPORTS:

Ms. Mona referred to the last page of the agenda package, a Customer Satisfaction Comment and Release Form, which was prepared after the last Marketing Committee, meeting, to be used to solicit customer feedback and to receive permission to use the comments for testimonials. Committee members reviewed and discussed the form.

Motion was made by Mr. Malish and seconded by Ms. McAteer to approve the use of the Customer Satisfaction Comment and Release Form (attached as Attachment #1 and made a part of these minutes), approving ETA staff to make any modifications to the form which may be necessary in the future as circumstances change.

Ms. Mona advised that ETA has an in-house committee (Ms. Richards and Mr. Singer are participants) organizing the Open House discussed at the last meeting. The Open House will probably take place in March rather than February as originally planned, and the current plan is for it to be after regular business hours. Local employers and local community leaders will be invited to the Open House. Ms. Brown recommended that the current class of Leadership Lake County also be invited.

The plan is for a continuous loop video tape presentation to be running while groups of about 10 people are taken on a tour of the facilities.

Mr. Singer asked for recommendations about what to include in the continuous loop presentation, and the Committee suggested a 5- to 10-minute presentation that might include the following:

1. Testimonials from customers (one- or 2-sentence comments about our services).
2. Brief testimonials from HR representatives of local employers.
3. What our offerings, services are.
4. The story of our agency, where it started and how it got to where it is now.
5. Who are partners are.
6. A presentation about the website.

Committee recommended having someone contact Jim Collins about running an article about our services in the business section of the News-Herald the week prior to the Open House. They recommended getting lots of publicity and news releases out prior to the event.

They also suggested that magnetic business cards be passed out at the Open House so that employers would be inclined to keep our phone number in front of them, and if that is not an allowable cost under WIA, we might consider requesting donations of materials to make up the magnetic business cards ourselves.

Ms. Brown discussed the content of the Marketing Committee's report to be presented at the next full board meeting on January 23, 2002. Ms. Brown asked Mr. Singer to prepare a report about what has been sent out (news releases and mailings), and gather all brochures that have been printed so these could be distributed as a packet to the Board members at the meeting. Ms. Brown also recommended that we show the Board the website again. We should also report to the Board the month-to-month statistics about hits to our website.

The Committee discussed marketing strategies and priorities, and suggested the following:

- First priority should be to gain the attention of local employers, to get the word out about our services and the various tools that are available free of charge to employers through our website.

Send out news releases to solicit employers to use our services.

Be sure that our website has a section for employers that explains helpful tools and links available through the website and how access them.

Consider developing a one-sentence catch phrase about our services, possibly emphasizing that it is free and easy to use.

- Develop a section on the website that lists

participating employers and offer

to link our website to the websites of employers who post jobs with us.

- Have Committee members do a pitch about our services and hand out our brochures at local chambers of commerce meetings. (Ms. Brown to Mentor Chamber, Mr. Malish to Willoughby Chamber).
- Ms. McAteer advised that she had distributed our brochures at the last SHRM meeting in December and she would distribute more at the next SHRM meeting.
- Contact Lake County Chamber of Commerce about giving a presentation about our services at one of its meetings.
- Prepare short one- or two-paragraph articles for the local chambers' newsletters geared toward employers.
- Check into linking our website to local chamber of commerce sites, including the Lake County Chamber.

OTHER BUSINESS:

None.

ADJOURNMENT:

There being no further business, the meeting adjourned at 9:20 a.m.

**ATTACHMENT #1 TO MINUTES OF
MARKETING COMMITTEE MEETING OF JANUARY 10, 2002**

CUSTOMER SATISFACTION COMMENT AND RELEASE FORM

What did you like best about the services offered by the Lake County Employment and Training

Why would you recommend our services to family or friends?

I hereby consent that the written statements I have given on this form, including my name and attribution of my statements to me by name, may be used by the Lake County Employment and Training Administration for marketing, publicity, or other related business purposes. I hereby release the Lake County Employment and Training Administration, the Lake County Board of Commissioners, and their agents and employees from all claims of every kind on account of such use. My consent and release is given with the understanding that the statements and my name will not be used for any commercial or profit-making purposes.

(Signature)

(Printed Name)

(Date)