



**WORKFORCE INVESTMENT BOARD OF WILL COUNTY  
COMMUNICATIONS COMMITTEE MEETING AGENDA**



**2400 GLENWOOD AVENUE  
JOLIET, IL 60435**

**JANUARY 21, 2016**

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**Workforce Center of Will County**

**Regular Meeting**

**7:30 AM**

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- I. WELCOME AND INTRODUCTIONS
- II. MINUTES OF NOVEMBER 2015 MEETING
  - ACTION ITEM
  - 1. Minutes - November 2015
- III. ACTION PLAN TIMELINE
  - 1. Action Plan Timeline
- IV. VIDEO DEVELOPMENT
  - A. Task Force
    - 1. Video Development
- V. LEGISLATIVE OUTREACH
  - A. Congressional outreach - NAWB meeting
    - 1. Legislative Outreach
- VI. UPCOMING EVENTS
- VII. NEW SECTION
  - March 17, 2016
  - Workforce Center of Will County
  - 2400 Glenwood, Joliet, IL

**External Relations-Legislative Affairs Committee  
Workforce Investment Board of Will County  
Location: Joliet Junior College, Renaissance Center,  
214 N. Ottawa St, Joliet, Room 519  
November 19, 2015**

**Minutes**

| <b>System and Trends Committee</b> |         |        |               |         |        |
|------------------------------------|---------|--------|---------------|---------|--------|
| Name                               | Present | Absent | Name          | Present | Absent |
| Jayne Cain Casimere                | X       |        | Colleen Mathy | X       |        |
| Deb Daniels                        |         | X      | Don Moran     |         | X      |
| Greg Dover*                        | X       |        | Pat Mudron*   | X       |        |
| Susan Flessner                     | X       |        | Peggy O'Leary | X       |        |
| John Greuling                      |         | X      | Joe Strong    |         | X      |
| Carlos Interrial                   |         | X      | Betty Yott    |         | X      |
| Allison Lizzadro-Megalis           |         | X      |               |         |        |

Others Present: Pat Fera, Mary Gajcak, Susan Davinger

***Welcome and Introductions***

Greg Dover called the meeting to order.

***Minutes***

Minutes of the September 17, 2015 meeting were approved on a motion from Pat Mudron, seconded by Jayme Cain-Casimere.

***Action Plan Development***

Pat Fera proposed the 2016-2017 Action Plan. Jayme Cain moved for approval, seconded by Susan Flessner. Motion carried.

***Marketing/Public Relations of Workforce Activities***

Fera presented four specific Audiences for the Committee to target communications to, each with sub-groups. Under each category, specific information about WSD services and activities were recommended. Discussion ensued. The Committee will assemble talking points and determine strategies for presentation to each of the target groups. The committee discussed hiring a Public Relations firm to help to create materials for targeted audiences.

Fera handed out "Will County Industry Employment and Establishments", which reflects the number of industries in Will County and the number of jobs each provides, as well as projections by industry to 2020.

Fera announced that the next National Association of Workforce Boards Conference in Washington DC will be in March of 2016.

***Next Meeting***

The next Committee meeting is scheduled for Thursday, January 21, 2016 at 7:30 am at the Workforce Services Division of Will County offices, 2400 Glenwood Avenue, Joliet.

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**COMMUNICATION COMMITTEE  
ACTION PLAN  
2016-2017**

**WIB STRATEGIC GOAL #1**

**The Board will take a leadership role in the community's workforce development.**

Communication Committee Activities:

1. Enhance external relations for the Workforce System of Will County.
  - a. Identify target audiences and subgroups: i.e. Legislators/Elected Officials, Businesses, Job Seekers, others?
  - b. Develop a communication/outreach plan for the Workforce Investment Board targeting each audience/subgroup with specific activities.
  - c. Conduct annual meetings with State and Federal Legislators.
  - d. Host annual workforce event for key stakeholders; provide forum for discussion of economic situation of Will County.
  
2. Meet the community's workforce needs.
  - a. Quarterly Economic Update (Joint role with System and Trends Committee)
    - i. Review and revise content of Economic Update.
    - ii. Review Economic Update distribution list.

**WIB STRATEGIC GOAL #2**

**The Board will set policy direction for the Workforce System of Will County to ensure successful service delivery to employers and residents.**

1. Enhance the Workforce System of Will County
  - a. Develop a Workforce Blueprint for Will County that outlines the specific initiatives that will be the focus for all workforce activities in the County.
  - b. Evaluate and modify success story collection and distribution; public awareness plan; include focus groups, interviews, exit surveys to collect perception/satisfaction data and suggestions for program improvement.
  
2. Enhance service delivery to employers.
  - a. Develop a plan for outreach to employers about available services and programs.
  - b. Create and implement an employer satisfaction tool and review of services (feedback loop for employer services).

**Additional action items:**

- Coordinate industry specific employer materials with CED, JJC, IDES, and Will County
- General WIB marketing/outreach materials
- Board member recruitment and orientation materials.

COMMUNICATIONS COMMITTEE  
ACTION PLAN ACTIVITY TIMELINE  
2016

Strategic Goal #1 - Take a leadership role in the community's workforce development

|  | January  | February | March    | April | May      | June | July | August | September | October | November | December |
|--|----------|----------|----------|-------|----------|------|------|--------|-----------|---------|----------|----------|
| <b>Enhance External Relations for the Workforce System of Will County</b>                      |          |          |          |       |          |      |      |        |           |         |          |          |
| Identify target audiences and subgroups  | Complete |          |          |       |          |      |      |        |           |         |          |          |
| (Legislators/Elected Officials/Businesses, Job Seekers/Others)                                 |          |          |          |       |          |      |      |        |           |         |          |          |
| Develop a communication/outreach plan for the Board with specific activities for each audience |          |          |          |       | Complete |      |      |        |           |         |          |          |
| Conduct annual meetings with State and Federal Legislators                                     |          |          |          |       |          |      |      |        | X         |         |          |          |
| State Legislators  |          |          |          |       |          |      |      |        |           |         |          |          |
| Federal Legislators  |          |          | X        |       |          |      |      |        |           |         |          |          |
| Host annual workforce event for key stakeholders   |          |          |          |       |          |      |      |        |           |         | X        |          |
| <b>Meet the community's workforce needs</b>  |          |          |          |       |          |      |      |        |           |         |          |          |
| Quarterly Economic Update  |          |          | Complete |       |          |      |      |        |           |         |          |          |
| Review and revise format   |          | X        |          |       | X        |      |      |        |           |         |          |          |
| Prepare and distribute quarterly   |          |          |          |       |          |      |      | X      |           |         |          | X        |

Strategic Goal #2 - Set policy direction for the Workforce System of Will County to ensure successful service delivery to employers and residents

|  | January | February | March | April | May      | June     | July | August | September | October | November | December |
|--|---------|----------|-------|-------|----------|----------|------|--------|-----------|---------|----------|----------|
| <b>Enhance the Workforce System</b>                            |         |          |       |       |          |          |      |        |           |         |          |          |
| Develop workforce blueprint for Will County                    |         |          |       |       | Complete |          |      |        |           |         |          |          |
| Success Story collection and distribution                      |         |          |       |       | Complete |          |      |        |           |         |          |          |
| Collection plan  |         |          |       |       | Complete |          |      |        |           |         |          |          |
| Public distribution plan                                       |         |          |       |       |          | Complete |      |        |           |         |          |          |
| Customer focus groups/interview/exit surveys                   |         |          |       |       |          |          |      |        |           |         | Complete |          |
| Develop outreach materials for WIB activities                  |         |          |       |       |          |          |      |        | Complete  |         |          |          |
| Develop member recruitment and orientation materials           |         |          |       |       |          |          |      |        |           |         | Complete |          |
| <b>Enhance service deliver to employers</b>                    |         |          |       |       |          |          |      |        |           |         |          |          |
| Create employer satisfaction tool                              |         |          |       |       |          |          |      |        | Complete  |         |          |          |
| Develop plan for employer outreach about programs and services |         |          |       |       | Complete |          |      |        |           |         |          |          |
| Coordinate employer materials with CED, JJC, IDES, Will County |         |          |       |       | Complete |          |      |        |           |         |          |          |



## COMMUNICATIONS COMMITTEE

### Possible Videos

#### 1. GED Preparation

Audience: Youth age 16 to 24 without a High School diploma or GED

Length: 3-5 minutes

Message: Program availability  
No cost  
Benefits  
Others who have done it

Format: Narrated overview with previous participant interviews and success stories

#### 2. Youth Occupational Training

Audience: Youth age 16 to 24 with a High School diploma or GED who have a career goal

Length: 3-5 minutes

Message: Program availability  
No cost  
Benefits  
Others who have done it

Format: Narrated overview with previous participant interviews and success stories

#### 3. Adult Training Success

Audience: Adult job seekers, career changers, elected officials

Length: 3-5 minutes

Message: Successful program – people complete training and get jobs  
Career opportunities  
Program availability  
No cost  
Benefits

**NAWB Conference  
March 13-March 15**



**Congressional Visits:**

Congressman Bill Foster  
Congressman Randy Hultgren  
Congresswoman Robin Kelly  
Congressman Adam Kinzinger  
Congressman Dan Lipinski  
Congressman Bobby Rush

**Other visits:**

U.S. Department of Labor

**Attendees:**

Greg Dover  
Pat Fera  
Susan Flessner  
Mary Gajcak  
Colleen Mathy

**Message:**

- Thank you for supporting the WIOA
- Thank you for continued funding
- Unique programming – Industry sector project, Youth GED/Occupational Training, Work Readiness
- Outcomes/Success