Communications and Stakeholder engagement committee (CASE)

Communications Work group

Date: Thursday, July 17, 2025 Time: 2:00 pm 

Location: Zoom

**Members Present: David Gallagher, Mitch Dickey, Kristie Conklin, Lavon Nelson, Kara Demirjian Huss, Christine Caves, Kraig Kistinger**

**Members Absent: Biswa Phuyla, Tony Fuhrmann, Jess Wright, Alex Purcell**

**Guests: Michelle Sebasco**

Co-Chair: **Tony Fuhrmann**, Madison County Employment & Training

**Co- Chair: Mitch Dickey** – TRANSFR Inc.

**Kara Demirjian Huss** – TCCI Manufacturing/DCC Marketing, IWIB CASE

Committee, Chair

**Alex Purcell** – United IWIB CASE

Committee, Vice Chair

**Jess Wright** – Duravant – **MEDICAL LEAVE**

**Kraig Kistinger** – National Tube Supply

**Christine Caves –** Quad City Chamber

**Biswa Puhya –** IDHS/DRS

**Lavon Nelson** – ICCB

**Kristie Conklin** - Commonwealth Edison

**STAFF:** **Kiersten Baer**, ISU-ICSPS, **David Gallagher**, **Christy Montgomery**

**Staff Support: Coryn Barger**

| Time | Item | Presenter |
| --- | --- | --- |
| 2:00 PM | **Welcome & Quroum** Co-Chairperson Mitch Dickey welcomed the group provided a review of the final agenda for the July 17, 2025, CASE Committee Communications Workgroup Meeting.  | Mitch Dickey |
| 2:05 PM | **Minutes**Co-Chairperson Mitch Dickey called for a motion to approve the May 2025 Communications Workgroup Meeting Minutes as presented. Kraig Kistinger made a motion to approve. Christine Caves seconded the motion. All present workgroup members voted in the affirmative. The motion carries. The May 2025 CASE Committee Communications Workgroup Meeting Minutes stand approved as presented.Co-Chairperson Mitch Dickey called for a motion to approve the June 2025 Communications Workgroup Meeting Minutes as presented. Kraig Kistinger made a motion to approve. Christine Caves seconded the motion. All present workgroup members voted in the affirmative. The motion carries. The June 2025 CASE Committee Communications Workgroup Meeting Minutes stand approved as presented. | Mitch Dickey |
| 2:10 PM | **Logic Model Last Review and Approval**Mitch Dickey provided a review of the Logic Model as discussed in previous meetings and highlighted projects that this workgroup intends to move forward with.**Goals:** * Increasing awareness and education around workforce programs/defining what that includes.
* Building a stronger stakeholder network and outreach partnerships.
* Aligning communication with strategies with business and industry needs.
* Supporting expansion and engagement in targeted regions and sectors.
* Targeting specific regions that may be experiencing “booms”.
* Promoting the value and success of workforce programs with varying audiences.
* Identifying the type of communications that these audiences may need.

**Projects:*** Relationship inventory – working on defining and building the inventory as well as identifying audiences and potential points of contact.
* Developing a Workforce Systems Communication Plan and Value Proposition
* Website updates, branding, newsletters, email campaigns, webinars, apprenticeship marketing, etc.

Mitch noted that after approval, staff will provide a more formal outline of these projects so that this workgroup can prioritize them accordingly.Lavon Nelson suggested adding ICCB/Community Colleges to the first goal – Increase awareness and education about workforce programs. Mitch Dickey asked for unanimous consent to approve the logic model as a working document. There were no objections. | Mitch Dickey |
| 2:30 PM | **Relationship Inventory – First Steps** Mitch Dickey presented a review of the draft document that this group will use to track relationship inventory. * Industry Association
* Manufacturing
* Healthcare
* Construction
* Transportation, Distribution & logistics
* Chief Executive
* Workforce Point of contact
* Relationship status
* Engaging in workforce development?
* IWIB relationship owner?

Kraig Kistinger suggested creating a survey for individuals to self-populate based on their own connections.Kiersten asked if this should be a survey or a shared document within the workgroup.* Mitch Dickey suggested that maintaining a shared google form would be efficient.
* Kraig Kistinger suggested creating a survey so that members can share it with colleagues who are not in this workgroup.

Kiersten noted that committee staff will be working with IWIB Support Staff and DCEO to ensure that local areas/employers from local areas are added to this document as contacts.Kristie Conklin suggested adding Foundations and Specific Non-Profit Partners to the document.Lavon Nelson asked about adding specific employers. * Mitch suggested staying higher level – associations that those employers are a part of.
* Kraig Kistinger suggested that this group seek input from employers about who should be added to the list.

Michelle Sebasco suggested adding Information Technology to the document.Mitch asked for unanimous consent to continue working on the Logic Model as presented. There were no objections. | Mitch Dickey |
| 2:35 PM | **Public Comment & Questions** Mitch Dickey opened the floor for public comment. Michelle Sebasco introduced herself to the group and asked to be added to calendar invites for full committee and workgroup meetings. * Kiersten will ensure that Ms. Sebasco is added to all calendar invites for future meetings of the full committee as well as this workgroup.
 | Mitch Dickey |
| 2:40 PM | **Adjournment**The meeting adjourned at 2:40 PM. | Mitch Dickey |
| **NEXT Communications Workgroup Meeting: 2 PM – 3 PM** **August 21st, September 18th, October 16th, December 18th** **IWIB Communications and Stakeholder Engagement Committee Meetings: 9 AM- 10 AM****July 24th, September 25th, November 20th**  |
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Project Timeline:

* July 17th – Approving Logic Model & Outlining First Steps for Relationship Inventory
* August 21st – Progress of Relationship Model & Starting Value Proposition
* September 18th – Finish Value Proposition & Review Drafts of Communications (Value propositions Communications) & Starting Outreach for Relationship Inventory