Apprenticeship illinois committeE

Marketing Work group

Date: Thursday, Feb 3 Time: 2:00-3:00 pm 

Location:

NEED TO ADD

**Members:**

Chair: Tony Fuhrmann, Madison County Employment & Training

Cyndi Bergstein – Chicagoland Workforce Funders Alliance

Arthur Bishop, Safer Foundation

Patrick Campbell, DCEO-OET

Michele Velez, IDHS, DRS

Mike Conley – Committee Chair, Trenton Sun and SWIC

David Girzadas – City Colleges of Chicago

Jan Keresztes – Accreditation Council of Pharmacy Education

Kindy Kruller – Cook County Bureau of Economic Development

Danielle Kuglin Seago, Project Hire-Ed, DuPage

Kathy Meisinger – Elgin Community College

Lee Reese – St. Clair County Intergovernmental Grants Department

Shay Robinson, Aon

Craig Schmidt, Calumet Area Industrial Council

Daniel Serota, Aon

Sheree Speakman – Accreditation Council of Pharmacy Education

Tom Wendorf\*, IWIB Business Engagement Committee, Co-Chair

**STAFF:** Jennifer Phillips, ISU-ICSPS, Kim Kuchenbrod, ISU-ICSPS, David Garvey, Illinois workNet support

\**NEW MEMBER 2022*

| Time | Item | Presenter |
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| 2:00 | Welcome | Tony Fuhrmann |
| 2:05 | Social Media, Monthly Email Update & Website Analytics | David Garvey |
| 2:15 | Update on LEAP Congressional Briefing | Daniel Serota |
| 2:25 | WIOA Summit – report on sessions submitted | Tony Fuhrmann |
| 2:35 | Industry-focused Webinar Series for Employers: March  | Sheree Speakman/Lee Reese |
| 2:50 | Update on DCEO Marketing and Outreach Resources |  |
| 2:55 | Announcements/New Business  | All |
| 3:00 | Adjournment | Tony Fuhrmann |
| **NEXT Meeting: Mar 3, 2021 @ 2:00 PM*****Apprenticeship Illinois IWIB Quarterly Committee meeting Mar 17, 9-11 am******2022 Meeting Dates:***  ***April 7, May 5, June 2, July 7, Aug 4, Sept 1, Oct 6, Nov 3, Dec 1*** |
| *Need to find a document?*[Marketing Committee online meetings summaries and materials](https://drive.google.com/drive/folders/15MH5KmXI_Vf5AYxL9h23feU27yOTqijD?usp=sharing) |

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| 2022 Goals (as discussed in October) |
| * Input/Oversight of marketing resources (from USDOL grant)
* Formalize a Marketing/Outreach plan and possibly hire PR consultant
	+ Videos
	+ Audience expansion (Chambers/educators/legislators)
	+ Inclusive Marketing Strategy/Toolkit (DEI goal)
	+ Business Outreach – use RAPIDS employer list to put more logos on the site
	+ Success stories
* Sector Webinar Series
* WIOA Summit Apprenticeship Track
* Additions and continuous improvement to website
	+ Apprenticeship Data Dashboard – full Committee topic for Dec meeting
	+ Youth and Pre-Apprenticeship landing pages)
* Apprenticeship Illinois Annual Report – aim for July release (Jan-June focus)
* Return on Investment Toolkit and other Employer-friendly marketing
* National Apprenticeship Week + In-Person Summit 2022 (June-November focus)
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