

COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT COMMITTEE (CASE) COMMUNICATIONS WORK GROUP



Date: Thursday, January 15, 2026 **Time:** 2:00 pm
Location: Zoom

Members Present: Jess Wright, Kraig Kistingner, Christine Caves, Lavon Nelson, Mitch Dickey, Kristie Conklin, Michelle Sabasco, Kara Demirjian Huss

Members Absent: Biswa Puhya

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 – Three Sixty Mep

Kraig Kistingner – National Tube Supply

Christine Caves – Quad City Chamber

Biswa Puhya – IDHS/DRS

Lavon Nelson – ICCB

Kristie Conklin - Commonwealth Edison

STAFF: Kiersten Baer & Jalissa Jones, ISU-
ICSPS, **Gina Wells**, AIR

Staff Support: Coryn Barger

Time	Item	Presenter
2:00 PM	<p>Welcome & Quorum</p> <p>Chairperson Mitch Dickey welcomed the group.</p> <p>Ms. Jalissa Jones conducted roll call. A Quorum was determined to be present.</p>	Mitch Dickey
2:05 PM	<p>Minutes</p> <p>Chairperson Mitch Dickey called for a motion to approve the December 2025 Communications Workgroup Meeting Minutes as presented. Mr. Kraig Kistingner made a motion to approve. Ms. Jess Wright seconded the motion. A roll call vote was conducted in order to carry the motion. The motion carries. The December 2025 CASE Committee Communications Workgroup Meeting Minutes stand approved as presented.</p>	Mitch Dickey

Time	Item	Presenter
2:10 PM	<p>Illinois Workforce Innovation Board (IWIB) Communication Plan Updates</p> <p>Chairperson, Mitch Dickey, stated that he was able to present the IWIB Communication Plan Updates to the CASE Committee earlier in the morning. Mr. Dickey opened the floor for additional feedback and notes regarding the Communication Plan. Mr. Dickey suggested beginning by discussing the Bulletin because it is the most immediate deliverable.</p> <p>Mr. Kisting suggested leveraging local success stories and pushing them out to a larger audience using the bulletin.</p> <p>Mr. Dickey provided a brief overview of the elements that he would like to include in the bulletin that could potentially be recycled by existing publications.</p> <ul style="list-style-type: none"> - Grant information/Financial Incentives <ul style="list-style-type: none"> - Required Partner - Local Success Stories <ul style="list-style-type: none"> - Template - Eligible Applicants - Upcoming Events - Due Date - Link to RFP - IWIB Update <ul style="list-style-type: none"> - Communications from other committees <p>Ms. Christine Caves asked for further clarification on the workflow. Mr. Dickey noted that this workgroup's primary focus will be directing the content that will be included. As far as housing information, Mr. Dickey suggested creating infostructure such as a Google Forum that can be accessed and reassessed on a regular basis.</p> <p>Additionally, Mr. Dickey suggested creating an SOP to aid in discussions on how to build out the separate sections of the bulletin. This workgroup will be responsible for defining which sections to include in the bulletin and then discussing what each section will entail.</p> <p>Mr. Dickey also noted that he would like this workgroup to begin discussions regarding the mapping and documentation of existing local workforce area webpages.</p> <p>Ms. Jess Wright suggested including a point of contact with each local success story.</p>	Mitch Dickey

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	<p>Ms. Christine Caves suggested the addition of a Service Spotlight to the bulletin.</p> <p>Regarding the term “grants”, Mr. Kistingner suggested using a term that all organizations with access to the bulletin would understand.</p> <ul style="list-style-type: none"> - Ms. Nelson suggested “Funding Opportunities” - Ms. Caves suggested “Financial Incentives” - A Required Partner section will be added. <p>Mr. Dickey asked for feedback regarding the creation of a template for how a success story is built.</p> <ul style="list-style-type: none"> - Partners - Funding - Time Required - Challenges - Connecting the success story to service spotlight <p>Mr. Kistingner suggested contacting the current IWP President for additional feedback.</p> <p>Next Meeting:</p> <ul style="list-style-type: none"> - Prioritize what this workgroup would like to work on for the rest of the year. 	
2:55 PM	<p>Public Comment & Questions</p> <p>Chairperson Mitch Dickey opened the floor for public comment. There was none.</p>	Mitch Dickey
3:00 PM	<p>Adjournment</p> <p>Chairperson Mitch Dickey called for a motion to adjourn. Mr. Kraig Kistingner made a motion to adjourn. Mr. Purcell seconded the motion. Ms. Jalissa Jones conducted roll call to uphold the motion. All present members voted in the affirmative. The meeting adjourned at 3pm.</p>	Mitch Dickey
<p>NEXT Communications Workgroup Meeting: 2 PM – 3 PM February 19th Next CASE Committee Meeting March 19th: 2PM – 3 PM (Vote on approval of Comms Plan)</p>		

Time	Item	Presenter

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