

APPRENTICE AMBASSADOR WORKGROUP MEETING

Date: December 11, 2025

Time: 1:00 PM – 2:00 PM

Location: Online

Room: <https://illinoisstate.zoom.us/j/83451678696?jst=1>



Members Present:

- | | | |
|---|---|---|
| <input checked="" type="checkbox"/> Anthony Fuhrmann | <input checked="" type="checkbox"/> Jan Keresztes | <input checked="" type="checkbox"/> Sheryl Morris |
| <input type="checkbox"/> Corey Young | <input checked="" type="checkbox"/> John Hall | <input type="checkbox"/> Taylor Black |
| <input type="checkbox"/> Craig Schmidt | <input type="checkbox"/> Lazaro Lopez | <input type="checkbox"/> Terry Stroh |
| <input type="checkbox"/> Daniel Serota | <input type="checkbox"/> Sean Glowacz | <input type="checkbox"/> Larry Fitzpatrick |
| <input checked="" type="checkbox"/> Danielle Kuglin-Seago | <input checked="" type="checkbox"/> Sheree Speakman | |

Quorum: 7

Majority of Quorum: 4

Time	Item
	Meeting Called to Order
1:00	Sheryl Morris welcomed the workgroup and welcomed Craig Schmidt as the new co-chair of the workgroup. She thanked him for his active participation in the program and willingness to serve. Due to unforeseen circumstances, Morris asked that the end-of-year report debrief be held until January. The workgroup agreed to add a meeting to January to go over this report.
	Roll Call of Members and Approval of Previous Minutes
1:05	Antonio Gomez conducted roll call. A full quorum was not present. The minutes will be approved at the next meeting.
	Debrief Social Media Activity and Next Steps
1:10	This item was postponed due to unforeseen circumstances.
	End-of-Year Debrief – Stats and Survey Results
1:20	This item was postponed due to unforeseen circumstances.
	End-of-Year Discussion
1:30	<ul style="list-style-type: none"> • What were the year's highlights? • What are some lessons learned this year? • Regarding the mentors, what went well? What could be improved? • Regarding sessions, what went well? What could be improved?

Time

Item

- Closing thoughts

Gomez presented the draft Apprentice Ambassador end-of-year report. The final section is to include workgroup recommendations for the program's future. The floor was then opened for discussion.

Gomez presented the idea of an apprentice ambassador podcast to the workgroup. Each ambassador will receive a spotlight if they so choose, to ensure that there is at least one opportunity per ambassador. Episodes will be approx.. 20 mins in length.

The meeting focused on next steps for launching the mentor application and strengthening alumni and ambassador engagement. Morris opened the discussion by proposing that the mentor application be opened and shared with both the working group and the broader committee. As part of the effort to build out the alumni program, Morris emphasized the importance of engaging Daniel Serota early in the year to develop a clear plan for alumni engagement, potentially beginning with the creation of a social media group.

The group discussed several ideas for increasing alumni and ambassador visibility and connection. John Hall suggested a social media group that could feature a monthly spotlight on a specific ambassador. Danielle Kuglin-Seago added that some organizations have successfully used social media takeovers, such as a "day in the life" feature. Hall then proposed creating a short-form podcast, approximately three to four minutes in length, potentially with a video component. Both Morris and Kuglin-Seago expressed support for this idea, with Kuglin-Seago suggesting the addition of Catalysts to enhance podcast content. Morris noted that the 2026 Illinois Workforce Summit could provide an opportunity to film podcast episodes in bulk and suggested including "Where are they now?" updates to highlight alumni stories. Possible locations for recording were identified, including College of DuPage, Joliet Junior College, and workNet.

The conversation also addressed opportunities for more personal and interactive engagement. Morris suggested hosting informal group discussions or gatherings, while Hall proposed a format in which alumni interview current ambassadors. Sheree Speakman strongly supported efforts to foster meaningful engagement, noting that large online networks are less impactful without real participation. Speakman expressed enthusiasm that ambassadors are interested in meeting in person and emphasized that achieving a 75 percent participation rate would represent

Time	Item
	significant success, observing that showing up accounts for much of the challenge.
	Finally, the group discussed ways to visualize impact and better understand ambassador activity. Kuglin-Seago suggested creating a map of Illinois to pinpoint the locations of ambassadors, specialists, and intermediaries, potentially as an infographic. Jan Keresztes encouraged the group to review data on where ambassadors have been particularly successful and referenced examples from Kansas and Colorado as potential models to explore. Gomez was unsure if workNet had the capacity to make an interactive map, but indicated that he would follow up with their team to see what was possible.
1:50	Old/New Business There was none.
1:55	Public Comment There was none.
2:00	Adjournment The meeting was adjourned due to a lack of quorum.