

## Apprenticeship Illinois Committee- Marketing Work Group

**Date:** Thursday, December 1<sup>st</sup>, 2022

**Time:** 2:00pm-3:00pm

**Location:** <https://illinoisstate.zoom.us/j/91346203880>

**Members:**

**Chair-** Tony Fuhrmann, Madison County Employment and Training  
Cyndi Bergstein-Chicagoland Workforce Funders Alliance  
Mike Conley- Committee Chair, Trenton Sun and SWIC  
David Girzadas- City Colleges of Chicago  
Mark Yates- Safer Foundation  
Danielle Kuglin Seago, Project Hire-Ed, DuPage  
Michele Velez- IDHS-DRS

Sheree Speakman and Jan Keresztes- Talent First, PBC, and the Accreditation Council for Pharmacy Education (ACPE)  
Lee Reese- St. Clair Intergovernmental Grants Department  
Shay Robinson- Aon  
Craig Schmidt- Governors State University  
Daniel Serota-Aon  
Tom Wendorf- IWIB BEC Co-Chair

| Time | Item   | Presenter       |
|------|--|-----------------|
| 2:00 | Welcome  | Tony Fuhrmann   |
| 2:05 | Monthly Email Update and Website Analytics   | David Garvey    |
| 2:10 | Social Media Update  | Tanner Crawford |
| 2:15 | Review of National Apprenticeship Week <ul style="list-style-type: none"> <li>• Registrant numbers for webinars</li> <li>• Number of events/proclamations</li> </ul> | Group           |
| 2:35 | Marketing Funds  | Group           |
| 2:55 | Announcements/ New Business  | Group           |
| 3:00 | Adjournment  | Tony Fuhrmann   |

**Next Meeting:** January 5<sup>th</sup>, 2023

**Upcoming Meetings:** February 2<sup>nd</sup>, 2023; March 2<sup>nd</sup>, 2023

**Next Apprenticeship Committee Meeting:**

December 6<sup>th</sup>, 2022 9:00am-11:00am

## 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)

| Q1: Jan-Mar  | Q2: Apr-June   | Q3: July-Sept  | Q4: Oct-Dec   |
|--|--|--|---|
| <ul style="list-style-type: none"> <li>• Discussion with DCEO re: Marketing resources</li> <li>• Education on LEAP</li> <li>• Annual report outline and timeline</li> <li>• WIOA Summit – apprenticeship track</li> <li>• Youth Apprenticeship Pages in progress</li> <li>• March Industry webinar (healthcare)</li> </ul> | <ul style="list-style-type: none"> <li>• WIOA Summit April 28-29</li> <li>• Annual report published for June meeting (perhaps in lieu of Committee Quarterly Report)</li> <li>• Plans outlined for NAW2022 in-person summit</li> <li>• Return on Investment Toolkit started</li> <li>• May Industry webinar insurance/finance</li> </ul> | <ul style="list-style-type: none"> <li>• Possible video strategy underway, eg IOWA (paid expert help)</li> <li>• Plans executed for NAW2022 in-person summit</li> <li>• Inclusive marketing underway with expert help</li> <li>• July Industry webinar IT with ICCB</li> </ul> | <ul style="list-style-type: none"> <li>• NAW2022 executed</li> <li>• Assessment of 2022 Annual Report</li> <li>• Assessment of in-person summit</li> <li>• Planning for 2023 objectives</li> <li>• October Industry webinar Manuf</li> <li>• Dec Industry webinar clean energy</li> </ul> |

