

Marketing Workgroup Meeting Notes

Date: 12.1.22

Zoom Link: <https://illinoisstate.zoom.us/j/91346203880>

Topics:

David Garvey presented the website numbers:

November 2022
Homepage – 2,061
NAW 2022 – 1,036
Apprentices – 777
Employers – 243
Information Center – 134
IL Initiatives – 123
NAW 2021 – 122
Contact – 89
IWIB – 29
Professional Development – 18
*Total: 4,930

Tanner shared social media statistics:

- Instagram
 - Created 8.24.2022
 - Followers: 54
- Twitter
 - Re-created 05.2022
 - Followers: 33
- Facebook
 - Followers: 264

- New followers in the past 28 days: 45
- LinkedIn
 - Followers: 893
 - New followers in the past 30 days: 119

National Apprenticeship Week Review:

- 162 events- Illinois was first place for all states in events
- 35 proclamations- Illinois was number 3 for this category
- 376 attendees to the webinar series

Marketing Funds:

Tony updated the group on marketing dollars coming. He asked for volunteers to form a group to form a marketing strategy to present to the marketing firm that was hired.

New Business:

Daniel Serota mentioned a marketing opportunity for the tax credit. More information to come.

Meeting adjourned by 2:30pm.

















