

## COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT COMMITTEE (CASE) MEETING



**Date:** January 15, 2026 **Time:** 2:00 pm

**Location:** Zoom

**Members Present:** Mitch Dickey, Kara Demirjian-Huss, Alex Purcell, Kraig Kistingner, Todd Lowery, David Horowitz, Dave Boulay, Nichole Bateman, Sara Sadat, Jess Wright

**Members Absent:** Jess Wright

**Guests:**

**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** – Duravant

**Kraig Kistingner** – National Tube Supply

**Christine Caves** – Quad City Chamber

**Biswa Puhya** – IDHS/DRS

**Lavon Nelson** – ICCB

**Kristie Conklin** - Commonwealth Edison

**STAFF:** Kiersten Baer, ISU-ICSPS, Gina Wells

**Staff Support:** Coryn Barger, Jalissa Jones

Time	Item	Presenter
9:00 am	<b>Welcome &amp; Roll Call</b>  Co-Chairperson Alex Purcell welcomed the group and provided a review of the final agenda for the January 15, 2026, CASE Committee Communications Workgroup Meeting.	Kara Demirjian Huss (Chair) Alex Purcell (Co-Chair)
9:05 am	<b>Minutes</b>  Co-Chairperson Alex Purcell called for a motion to approve the December 2025, Communications Workgroup Meeting Minutes as presented. Ms. Nichole Bateman made a motion to approve. Mr. Alex Purcell 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.	Kara Demirjian Huss (Chair) Alex Purcell (Co-Chair)

Time	Item	Presenter
9:10 am	<p><b>Presentation and Discussion: Draft IWIB Communication Plan</b></p> <p>Mr. Mitch Dickey provided a presentation of the Draft IWIB Communication Plan that the CASE Communications Work Group has been working over the past few months.</p> <p>Mr. Dickey noted that the main goal of the Communications Plan is to establish a clear and consistent framework for IWIB Communications. Additional goals include ensuring transparency, accuracy, and alignment with the IWIB Strategic Plan; supporting coordinated statewide action and system understanding; and reinforcing the IWIB's leadership role within the Illinois Workforce Ecosystem.</p> <p>Three key audiences to be addressed by the Communication Plan include The Workforce Development Ecosystem, Businesses, Jobseekers, and the General Public.</p> <p>Mr. Dickey highlighted the Work Group's key messages to be addressed by the IWIB Communication Plan.</p> <ul style="list-style-type: none"> <li>• IWIB's role in shaping Illinois workforce strategy.</li> <li>• Commitment to innovation, access, and economic growth.</li> <li>• IWIB as part of the Illinois workforce ecosystem.</li> <li>• Taking advantage of the many engagement and collaboration opportunities across the state of Illinois.</li> </ul> <p>Mr. Dickey provided an outline for committee goals regarding Communication Cadence, specifically surrounding the bulletin.</p> <ul style="list-style-type: none"> <li>• Quarterly Bulletin to Businesses will be shared out beginning in March to continue in June, September, and December to include: <ul style="list-style-type: none"> <li>- Employer-focused.</li> <li>- Updates on initiatives, sector strategies, and apprenticeships.</li> </ul> </li> <li>• Quarterly Bulletin to Ecosystem Partners will be shared out beginning in October to continue in January, April, and July to include: <ul style="list-style-type: none"> <li>- Policy Updates.</li> <li>- Program implementation and promising practices.</li> <li>- Tools, resources, and strategic initiatives.</li> </ul> </li> </ul>	Mitch Dickey

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	<p>Chairperson, Kara Demirjian Huss, stated that Apprenticeship Month has been moved to May. The Communications Work Group will need to help support promotion and marketing as well as possibly develop a case study on individuals. Ms. Demirjian Huss stated that promotion of Apprenticeship Month could be included in the March Bulletin with a recap included in the June Bulletin.</p> <ul style="list-style-type: none"> <li>- Additionally, Ms. Demirjian Huss suggested using the newsletter as a way to share information and updates regarding Manufacturing Training and Southern Illinois Community College Funding.</li> </ul> <p>Discussions regarding the cadence of Weekly Practitioner Communication bulletins are ongoing. Practitioner Communication bulletins will include training opportunities, events, updates, and operational guidance and will support frontline staff in staying aligned with statewide opportunities. The content of this bulletin will be provided by the Professional Development Committee.</p> <p>Mr. Dickey noted that the CASE Communications Committee has created a robust catalogue of communication assets and channels. The Work Group will be going through the catalogue throughout the year.</p> <p>Next Steps:</p> <ul style="list-style-type: none"> <li>• Communications Work Group will work in January and February to continue refining the plan.</li> <li>• The CASE Committee will have time to review the refined plan and vote to adopt it at the March meeting.</li> </ul>	
9:30 am	<p><b>Communication Work Group Update</b></p> <p>Mr. Mitch Dickey provided the CASE Communication Work Group update for the group, specifically noting that the Relationship Inventory has been completed.</p> <p>Additionally, the Work Group will be inviting critical employers and industry sectors statewide to present on current and projected workforce needs and opportunities for workforce system support at the statewide workforce summit that will be taking place on May 7 and 8, 2026.</p> <ul style="list-style-type: none"> <li>- Session submissions are due Friday, January 16, 2026.</li> </ul>	Mitch Dickey

Time	Item	Presenter
9:40 am	<p><b>Sector Strategies Work Group Update</b></p> <p>Mr. David Boulay and Ms. Nicole Bateman provided the Sector Strategies Work Group Update for the group.</p> <p>Mr. Boulay stated that the Work Group is currently collecting responses from the Survey of Sector Strategy and Talent Pipeline Management activities in Illinois. Additionally, the Work Group will see the first draft of the Report on Sector Strategy activities and IWIB Recommendations in March.</p> <p>The Work Group is collaborating with the Communications Work Group in inviting critical employers and industry sectors statewide to present on current and projected workforce needs and opportunities for workforce system support at the statewide workforce summit that will be taking place on May 7 and 8, 2026.</p> <ul style="list-style-type: none"> <li>- Session submissions are due Friday, January 16, 2026.</li> </ul> <p>Mr. Kraig Kistingner asked how many people the Survey was sent out to.</p> <ul style="list-style-type: none"> <li>- Ms. Christy Montgomery stated that internally, the Survey was sent out to 84 individuals at the local workforce areas and talent pipeline management staff within the local workforce areas.</li> <li>- The Communications Distribution List included 40-50 additional names.</li> <li>- The Survey was also shared with the Sector Strategies Work Group. Members were asked to share the survey with their personal networks.</li> <li>- Dr. Aimee Julian also ensured that the Survey was shared with all IWIB board members.</li> <li>- Total: Around 200 individuals.</li> </ul>	David Boulay and Nicole Bateman
2:55 PM	<p><b>Public Comment &amp; Questions</b></p> <p>Co-Chairperson Alex Purcell opened the floor for public comment. There was none.</p>	Mitch Dickey
3:00 PM	<p><b>Adjournment</b></p> <p>Chairperson Kara Demirjian Huss adjourned the meeting at 10:00 am.</p>	Kara Demirjian Huss (Chair) and Alex Purcell (Co-Chair)
<p align="center"><b>NEXT Communications Workgroup Meeting: 2 PM – 3 PM</b>  <b>February 19<sup>th</sup></b></p>		

Time	Item	Presenter
	<b>Next CASE Committee Meeting March 19<sup>th</sup>: 2PM – 3 PM (Vote on approval of Comms Plan)</b>	

## Project Timeline:

- July 17<sup>th</sup> – Approving Logic Model & Outlining First Steps for Relationship Inventory
- August 21<sup>st</sup> – Progress of Relationship Model & Starting Value Proposition
- September 18<sup>th</sup> – Finish Value Proposition & Review Drafts of Communications (Value propositions Communications) & Starting Outreach for Relationship Inventory