

# COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT COMMITTEE (CASE) MEETING



**Date:** March 19, 2026 **Time:** 2:00 pm

**Location:** Zoom

**Members Present:**

**Guests:**

Time	Item	Presenter
9:00 AM	<p><b>Welcome &amp; Roll Call</b></p> <p>Co-Chairperson Alex Purcell welcomed the group and provided a review of the final agenda for the March 19, 2026, CASE Committee Meeting.</p> <p>Ms. Gina Wells conducted Roll Call to establish that a quorum was present.</p>	<p>Kara Demirjian Huss (Chair)</p> <p>Alex Purcell (Co-Chair)</p>
9:05 AM	<p><b>Minutes</b></p> <p>Co-Chairperson Alex Purcell called for a motion to approve the January 2026, CASE Committee Meeting Minutes as presented. Mr. Mitch Dickey 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 January 2026, CASE Committee Meeting Minutes stand approved as presented.</p>	<p>Kara Demirjian Huss (Chair)</p> <p>Alex Purcell (Co-Chair)</p>
9:15 AM	<p><b>Review and Vote: IWIB Communication Plan</b></p> <p>Mr. Mitch Dickey provided a final review of the purpose of the IWIB Communications Plan for the group, specifically highlighting the following:</p> <ul style="list-style-type: none"> <li>• Establish a clear, consistent framework for IWIB communications.</li> <li>• Ensure transparency, accuracy, and alignment with the IWIB Strategic Plan.</li> <li>• Support Coordinated statewide action and system understanding.</li> </ul>	<p>Mitch Dickey and Chris Caves</p>

Time	Item	Presenter
	<ul style="list-style-type: none"> <li>Reinforce the IWIB's leadership role within the Illinois workforce ecosystem.</li> </ul> <p>Mr. Dickey transitioned to a high-level overview of the Goals for Communication Cadence.</p> <p>A Quarterly Bulletin to Businesses will be distributed beginning in March of 2026 and will include the following:</p> <ul style="list-style-type: none"> <li>Employer-focused.</li> <li>Updates on initiatives, sector strategies, and apprenticeships.</li> <li>Success stories and system value.</li> </ul> <p>A Quarterly Bulletin to Ecosystem Partnerships will be distributed beginning in October of 2026 and will include the following:</p> <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> <p>Weekly Practitioner Communication is ongoing and takes place via the Professional Development Committee. These include:</p> <ul style="list-style-type: none"> <li>Training opportunities, events, updates, and operational guidance.</li> <li>Supports frontline staff in staying aligned with statewide priorities.</li> </ul> <p>Additionally, a robust catalogue of communication assets and channels has been compiled by the CASE Communications Work Group. Mr. Dickey encouraged CASE Committee members to review the list as it currently stands.</p> <p>IWIB Communication Roles and Responsibilities have been discussed and assigned as necessary between the IWIB Staff Support Team, workNet, IWIB CASE Committee members, and IWIB Communications Workgroup members.</p> <p>Ms. Gina Wells called for a motion to approve the IWIB Communications Plan. Mr. Kraig Kistinger made a motion to approve. Ms. Alaina Harkness seconded the motion. Ms. Wells conducted a roll call vote to uphold the motion. All present members voted in the affirmative. The motion carries. The IWIB Communications Plan stands approved as a framework.</p>	
9:15 AM	<p><b>Next Steps for the Communications Workgroup</b></p> <p>Next Steps will be shared with CASE Committee members via email following the meeting.</p>	Dave Boulay and Nicole Bateman

Time	Item	Presenter
9:35 AM	<p><b>Introduction and Discussion: Sector Strategies Report</b></p> <p>Mr. Dave Boulay provided a high-level review of the Sector Strategies Report and Executive Summary for the Committee.</p> <p>Mr. Boulay highlighted 8 recommendations that are currently mapped to CASE Strategic Plan Charges.</p> <ul style="list-style-type: none"> <li>- Champion employer-driven sector partnerships statewide.</li> <li>- Advocate for sustained investment and policy alignment.</li> <li>- Sponsor statewide visibility convenings that elevate employer leadership.</li> <li>- Align statewide sector strategy frameworks and expectations.</li> <li>- Strengthen employer engagement through peer learning and targeted TPM support.</li> <li>- Coordinate and target strategic investments to build sector partnership maturity.</li> <li>- Lead data infrastructure that advances employer visibility.</li> </ul> <p>Next Steps:</p> <ul style="list-style-type: none"> <li>- The Sector Strategies Workgroup will review CASE feedback and review final draft.</li> <li>- VOTE for approval to send to the CASE Committee on April 9, 2026.</li> <li>- The CASE Committee will review the final draft and VOTE for approval on May 21, 2026.</li> <li>- CASE Committee Chairs will present to the full IWIB on June 11, 2026.</li> </ul>	<p>Kara Demirjian Huss (Chair)</p> <p>Alex Purcell (Co-Chair)</p>
9:55 AM	<p><b>Public Comment &amp; Questions</b></p> <p>Ms. Gina Wells opened the floor for public comment. There was none.</p>	<p>Kara Demirjian Huss (Chair)</p> <p>Alex Purcell (Co-Chair)</p>
10:00 AM	<p><b>Adjournment</b></p> <p>Co-Chairperson Alex Purcell adjourned the meeting at 10:00 am.</p>	<p>Kara Demirjian Huss (Chair) and Alex Purcell (Co-Chair)</p>

# AGENDA

Time	Item	Presenter