

Apprenticeship Illinois Committee- Marketing Work Group

Date: Thursday, December 1st, 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"> • Registrant numbers for webinars • Number of events/proclamations 	Group
2:35	Marketing Funds	Group
2:55	Announcements/ New Business	Group
3:00	Adjournment	Tony Fuhrmann

Next Meeting: January 5th, 2023

Upcoming Meetings: February 2nd, 2023; March 2nd, 2023

Next Apprenticeship Committee Meeting:

December 6th, 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

- Discussion with DCEO re: Marketing resources
- Education on LEAP
- Annual report outline and timeline
- WIOA Summit – apprenticeship track
- Youth Apprenticeship Pages in progress
- March Industry webinar (healthcare)

Q2: Apr-June

- WIOA Summit April 28-29
- Annual report published for June meeting (perhaps in lieu of Committee Quarterly Report)
- Plans outlined for NAW2022 in-person summit
- Return on Investment Toolkit started
- May Industry webinar insurance/finance

Q3: July-Sept

- Possible video strategy underway, eg IOWA (paid expert help)
- Plans executed for NAW2022 in-person summit
- Inclusive marketing underway with expert help
- July Industry webinar IT with ICCB

Q4: Oct-Dec

- NAW2022 executed
- Assessment of 2022 Annual Report
- Assessment of in-person summit
- Planning for 2023 objectives
- October Industry webinar Manuf
- Dec Industry webinar clean energy

