

January 22, 2010

Employer Development and Outreach Committee Meeting

Members participating: Susan Brooks – Chair
Ed Carpenter Kay Gordon
Mark Goldman
Greg Vollmer – DWD Staff

Susan Brooks called the teleconference to order.

Jaclyn Dowd (DWD Director of Training Services) provided an update on the Focus group study. This is a project where focus groups are being surveyed to understand their level of customer satisfaction and success and finding re-employment. The first four sessions are expected to kick off February 2nd.

Jaclyn also presented the JOBS program to the team and explained the process by which employer positions are profiled to allow the local WorkOne staff to better understand the job needs and select appropriate individuals to recommend to an employer for the position. This profiling also allows better insight into what training might be required to enhance a potential job candidate's value to the employer. Workkeys is currently used as one of the major tools with this activity. DWD is working with the local regional operators to insure that the JOBS program is appropriately staffed, funded and delivered.

Doug Martin (Field Systems Director and Michelle Marshel (Deputy Commissioner, Communications and Legislative) presented information on the State's Career website IndianaCareerConnect.com (ICC). Developmental activity to date has largely (by necessity) has been focused on customer outreach, specifically individuals that are seeking employment. A lot of work has gone into optimizing the site for resume posting, linking it with other software, providing "spider" job search capability and generally simplifying the search process for an individual. We are now putting additional focus on the employer side of the equation. Michelle has recently re-structured the Marketing group within DWD to support this effort. Our business consultants have been marketing ICC to Indiana employers but the committee would like to see higher level visibility of ICC within these companies. Michelle requested any marketing ideas that the committee member might have be sent directly to her. It was also suggested that committee members could push ICC with their business partners and associates. One suggestion that surfaced during the meeting was to develop on line short videos to explain to employers how they would accomplish tasks within ICC. Susan Brooks will be providing Michelle Marshel with contacts at the Jackson Group which could be helpful with our efforts.

On the topic of Business Consultants it was suggested that all Business Consultants should speak with one voice with a consistent message. Greg Vollmer reported that he is working with IEDC to "expand" both agencies bandwidth in this area. Many of the DWD Business Consultants and their IEDC counterparts are collocated in the regions. The DWD Marketing department is putting together joint calling information for IEDC/DWD.

Topics for the next meeting that were suggested by Susan Brooks included: Business metrics, Job Fund, Additional Marketing info and more ICC metrics from Doug Martin.

A time and date for the next meeting was not established during this call.

Respectfully Submitted,

Greg Vollmer