

SWIC Business Communications and Marketing Committee Meeting

March 1, 2012 1pm – 1:30pm

Ivy Tech Fall Creek 2525 N Capital

Members attending: Mark Goldman, Randy Holmes, Peter Kissinger, Fred Merritt

Members Absent: Randy Truitt, Debra Williams

Also participating: Dennis Wimer

The agenda for the meeting included:

Discuss videos

Mr. Goldman discussed the regions reactions to the business consultant's videos. Several members enjoyed the boot camp video.

Mr. Kissinger stated they should find out what other regions are doing and share their 'best practices'.

There was a short discussion regarding O-J-T in regards to the NEG grant ending in June. Mr. Goldman stated Region 4 has a smart application that they should look into. Mr. Holmes stated the spotlight needs to be on services coming out of our WorkOne's. He suggested focusing on one service and highlighting that for a 6 month time period. A periodical spotlight to the regions in email form would be a good way for them to use it in their communications.

The members also discussed visiting local chambers and rotary clubs to find out how they feel our WorkOne's could help out.

Mr. Goldman ended the meeting stating the next meeting will be discussing where the chambers meet and setting up dates to attend those meetings.

Meeting adjourned at 1:40pm.

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