

SUMMARY
Employ Florida
Marketing Consortium Meeting
Tampa, FL
April 22-23, 3004

Attendees:

Kelly Allen Workforce One – RWB 22	Lisa Nichols - Associate Director CLMWorks – RWB 10
Marie Bertot South Florida Workforce Board – RWB 23	Jan Pooley - Special Proj. Manager WDB of Okaloosa & Walton Cos. – RWB 2
Carol Brown - Interim Director Heartland Workforce Investment Board – RWB 19	Judy Roberts - Mktg. Comm. Mgr. WDB of the Treasure Coast – RWB 20
Priscille Chagnon - Deputy Director Southwest Florida Workforce Development Board – RWB 24	Martha Robinson - Communications Coord. Suncoast Workforce Board – RWB 18
Susan Clayton - Marketing Director PolkWorks – RWB 17	Jerome Salatino - Dir. of Planning & Dev. WorkNet Pinellas – RWB 14
Dale DeSaulniers - Vice President of Employer Services Workforce Alliance – RWB 21	Jacqueline Smith, Marketing Coord. WorkNet Pinellas – RWB 14
Bob Duncanson - Dir. of Employer Services Workforce One – RWB 22	Joan Van Scyoc - Communications Mgr. Brevard Workforce Dev. Board – RWB 13
Wilson Hair - One-Stop Coordinator Gulf Coast Workforce Board – RWB 4	Lucia Fishburne - Communications Director Workforce Florida
Jason Lietz - Marketing & Public Relations Workforce Central FL – RWB 12	Warren May - Communications Director Agency for Workforce Innovation
Melba McCarty North Florida Workforce Dev. Board – RWB 6	
Jamie Melendez - Director of Marketing Tampa Bay WorkForce Alliance – RWB 15	
Candace Moody -VP Marketing & Comm. First Coast Workforce Development – RWB 8	

Welcome, introductions & updates from all members

Employ Florida Update provided by Lucia Fishburne, Workforce Florida

Radio Spots

- Florida's Radio Network
- Flight Dates: February 16 – April 4, 2004
- 112 thirty second spots
- Cost: \$43,650 (\$389.73 per spot)

Webstats – 3rd quarter (Jan – March 2004)

- For the full third quarter FY 03/04 (Jan – Mar 2004) the number of unique visitors increased by 212% over the previous quarter (from 4,932 to 10,465).

- Between January and February there was an increase an increase of 61% in the number of unique visitors from 2,403 to 3,957.
- The number of unique visitors between February and March increased by a more modest 1%, from 3957 to 4105.
- April 1 – 20, 2004 shows 2250 unique visitors – (January 2004 had 2403 for the whole month)
- As expected, Workforceflorida.com and floridajobs.org continue to drive the greatest number of visitors to employflorida.net. However, links from other sites account for more than 50% of all hits). Links from Internet search engines accounted for less than 1% of visitors.
- The number of visitors adding employflorida.net to their Favorites/Bookmarks list in their browser declined from 4.9% of visitors in January to 4.6% in March (not a significant number). However, 27% of page views can be attributed to direct address (typing the employflorida.net URL into the address line) or clicking a favorite/bookmark link.

Redesign of Employ Florida website – to go live Friday. Discussion.

Labor Market Exchange (job-matching) contract – still pending.

Fla. Grad Ready to Work – Full publication will not happen – not enough interest from the schools. Florida Trend will run a one page ad in the regular May issue to recognize the schools that signed up –includes Employ Florida logo/blurb at bottom.

Fla. Trend Small Business – Full page Advertorial and full page Workforce Development Resources page in resource section in back of magazine. Publishes in mid May (copy was provided in materials).

HR Florida Review article – 1500 word article. Dale DeSaulniers, Candace Moody and Lucia Fishburne co-wrote the article (copy provided in materials).

Workforce Summit 2004 – September 21 – 23, 2004 (Orlando)
Platinum Sponsorship/Booth

Pilot Coop Advertising Project – see example ad in your materials

Business Florida Sponsorship

Employ Florida Expenditures – see your materials

Other

Update from Agency for Workforce Innovation – Warren

- Toll-free number – Stats, referral options, improvements
- One-Stop Directory on AWI Website

- Phone Book Listings
- Other

Employ Florida Strategic Marketing Plan –

1:00pm – 4:30pm

New and Continuing Items

- HR Florida Annual Conference – exhibit?
- State Council outreach – Employ Florida role?
 - First/First – Guidance Counselors
 - Better/Better
 - High/High – Targeted Industry Sectors
- Common Employ Florida tag for press releases
- Employ Florida Outreach Tools on the web
- Employ Florida Network News
- Other

DAY 2 – Friday, April 23rd

8:30am – 12:00pm
final recommendation

Employ Florida Strategic Marketing (Outreach) Plan -

Committee in May)

(To be presented, with a budget, to WFI One-Stop

Wrap up

- Recap
- Next Steps
- Next meeting date and location