

EMPLOY FLORIDA

MARKETING CONSORTIUM MEETING

Doubletree Westshore Airport, 4500 West Cypress Street, Tampa 33607

DAY 1 - Thursday, October 28th

10:00am – 12:00pm

WELCOME, MEETING LOGISTICS AND INTRODUCTIONS

Updates from local affiliate members

Update from state partners:

Workforce Florida – Lucia Fishburne

- Webstats
- Exhibit, bookmarks
- HR Florida conference recap
- Florida Trend's Business Florida & NEXT magazine
- Florida Trend's CEO Top Rank
- Other

Agency for Workforce Innovation – Warren May

- Toll-free number – Stats, referral options, improvements
- Improvements to One-Stop Directory on AWI Website
- AWI outreach/marketing activities – Contractor outreach, older workers, minority vendors, etc.
- NASWA Communications & Legislative Committee Update
- Other

12:00pm – 1:00pm

WORKING LUNCH with Joli Cooper, Cooper Nelson & Associates, Inc.

Joli is assisting WFI with updating the WFI Strategic Plan. She will lead us in group discussion on a few strategic planning related topic areas. Expect a lot of interaction!

1:00pm – 4:30pm

INTERACTIVE HELP SESSION

- **Meeting ADA requirements in outreach and marketing communications.**

Sharon Warriner, WDB of Flagler/Volusia, has asked for input and guidance in addressing these questions:

- How can we meet the ADA requirements in the most minimum amount of space possible?
- Do we have to use it on phone book & business card display ads where spacing is minimal?
- Does it need to be included on all our business outreach materials?

- **Allowable advertising expenses/OMB circular.** Kelly Allen, WorkForce One, has asked for input/guidance. Warren and Kelly will facilitate the discussion.
- **“If I had to do it all over again I would/would not . . .” - sharing hurricane experiences from a PR and communication perspective.** Jan Pooley and other members in affected regions. (Also, see WFI draft Disaster Manual – your comments please.)
- **Generic marketing package for Job Fairs which could be customized – would this be desirable? What would it look like? Best practices available?** AWI has asked that the group discuss this. Warren will facilitate the discussion.

- **Press releases – standardizing the format, adding a common Employ Florida tag.** Lucia and Warren will facilitate the discussion.
- **Other** – Topics that have emerged during the day, etc.

DAY 2 - Friday, October 29th

8:00am – 8:45am

EMPLOY FLORIDA AFFILIATE BRAND STRATEGY – Revisit/Refresh

8:45am – 9:45am

THE ROLE OF EMPLOY FLORIDA IN OUTREACH TO SPECIFIC AUDIENCES

- Small business
- Business “start ups”/Entrepreneurs
- Rural communities
- Vets
- Older Workers
- Youth
- Disabled
- College grads and “near grads”
- FBCO’s
- Other

9:45am – 11:30am

WRAP UP

- Recap of meeting
- Next Steps
- Next meeting date and location (WFI full board meets Feb. & May 2005).