

Employ Florida Marketing Consortium Meeting

October 28-29, 2004

Meeting Re-Cap

Participants:

Region	Representative
2	Jan Pooley
4	Wilson Hair
9	Joe Johnson
10	Lisa Nichols
11	Sharon Warriner
13	Joan Van Scyoc
14	Jacqueline Skryd
15	Jamie Melendez
16	Dave Hamilton
18	Martha Robinson
22	Kelly L. Allen, APR
AWI	Warren May
WFI	Lucia Fishburne
Guest	Joli Cooper

Day 1:

Detailed updates were provided by all local affiliate members followed by a **working lunch session with Joli Cooper, Cooper Nelson & Associates**. Joli asked questions to gather information for use in updating the WFI 5-year Strategic Plan. After this session the group opted to continue with the unfinished local updates and defer all other agenda items to the next day.

Day 2:

Discussed **hurricane experiences and lessons learned from a PR and communication perspective**. Notes and checklist to be incorporated into Mike Switzer's Workforce Disaster Manual.

Reviewed and discussed **ADA requirements for outreach materials** – regions will take back and incorporate as relevant.

State updates: New Employ Florida outreach materials (bookmarks, exhibit booth); HR Florida conference exhibit experience; print ads in various magazines; new concept for an electronic Partners Report which will have an Employ Florida Network News section featuring locally news; NASWA Communications Committee update and potential for participation in second outreach pilot; improvements to the one-stop directory on the AWI website; review of the Employ Florida webstats.

Revisited the **effectiveness of regional/state cooperative advertising** – coop not the way to go if it is clearly a state level "awareness" effort. The group also agreed that we should look at targeting small business potentially through ad placement in the SBDC Business services directory and other

outlets rather than focus on Florida Trend magazines so much. Several locals already use Florida Trend for their own regional advertising – could be confusing to customer.

Review of meeting notes to identify prominent themes/needs:

- 1) **Improved Measurement** – everyone wants to improve techniques for measuring the effectiveness of outreach at both the local and state level; customer satisfaction; business penetration, etc. Lucia will request and compile survey instruments/questions for all to share.
- 2) **Need for more publicity** – defined as “information from an outside source that is used by the media because the information has *news value*. An *uncontrolled* method of placing messages, because the source does not pay the media for placement.” Warren will provide a template for an effective press release as there is inconsistency throughout the state.
- 3) **Continuous Quality Improvement** – create a new workforce excellence award category for outstanding business outreach/communications (must incorporate Employ Florida). Lisa Nichols will work with Lucia to develop this.
- 4) **Share and promote *Best Practices***. Example best practices that emerged at this meeting were: Professional Placement Networks (PPNs); Brevard’s Youth Scavenger Hunt; Flagler/Volusia’s Healthcare worker job fair as well as their new job-matching database; Suncoast’s career advisors in middle schools; and Polk Work’s *Men of the Workforce* calendar/annual report/ fundraiser. Lucia will move forward with creating a place for these to be featured on the Workforce Florida website. Will also look into creating a EF Network News repository of local and state press releases on the Employ Florida website.
- 5) **Joint meeting with business services reps** – this individuals make up the “sales force” – need to be in sync with our messaging. (Need the 30 second elevator speech for every one in the system.)
- 6) **WFI Board liaison and Executive Director at each meeting**. As requested previously, this group would like to include a WFI board member and an Executive Director at each meeting. Particularly for the first day report out and discussion. They can be the same individuals or rotate. Lucia will follow up on this.
- 7) **Central/single point for communications**. Throughout the meeting individuals noted how important it is to have a single point for vetting communications whether it is dealing with the media or giving a nod to outreach materials. Consistency of message is critical.
- 8) **LMI/LMS** – All of us need to learn how to use the numbers to “tell our story better”. This is also a benefit to our media contacts who often are looking for stories.
- 9) **Name change**. The group agreed that we need a different name that encompasses more accurately what we actually do. The term “marketing” is too limiting and very narrow in focus – the group agreed the ***Employ Florida Communications Consortium*** would be more appropriate. Lucia will look into what needs to be done to “officially” change the name.

Next meeting date and location:

January 20-21, 2005 Orlando (specific property TBD – preferably the Embassy Suites near the airport)