



**Governor's Workforce Policy Advisory Board
Marketing Committee
February 18, 2009**

At 12:45pm, the meeting was called to order

Committee Members Present: Chair Deb Norris, Bob Garbo, Mark Kovach, Andre Morrison, Darcy Pajak, Shawn Webster, Smokey Williams

Committee Members Absent: Mary Pat Salomone

Others Present: Susan Crotty, Michael Evans, John Weber

Discussion:

The Committee reviewed the Marketing Committee Charter and addressed the definition of the Ohio Workforce Development System. Additionally, the follow points were discussed and short term and long term action items were identified:

Short Term Action Items

- The Committee agreed that the Workforce Development System must be re-defined to reflect a broader, all inclusive and comprehensive system (moving away from the historical definition that commonly focuses solely on one-stop centers). The definition will include One Stops, The University System of Ohio, ODOD, ODJFS, ODE, OBR and all the services each entity provides for Ohio's the workforce.
 - This definition will identify and define the various services and products of the Workforce Development System.
 - Committee staff will work with Chair Norris to develop a clear and concise definition of the Workforce Development System for the Committee Charter in accordance with Section 3 of Governor Strickland's Executive Order 2008-05S.
- The Committee identified the immense need of outreach and education for the public regarding state services offered for dislocated workers, individuals seeking training and resources to assist with a job search (examples: PSA's, Radio, television etc.). Committee staff will research and explore the creation of a recommendation to the Executive Committee addressing public outreach and education regarding state services.
- Committee staff will send ODJFS reports to committee members for review (the reports mentioned in the memo to OWC from ODJFS).

- The Committee will connect with the individual from the Governor's office who directly works on workforce development policy so the board can receive and provide input on federal issues pertaining with WIA, workforce issues and leverage exposure at the national level.

Long Term Action Items

- Committee staff will research what other State Workforce Boards are doing to market themselves.
- Committee staff will research other states to see what benchmarks have been established for their marketing campaigns (workforce system and State Workforce Boards) and what will it take to get us there.
- When recommendations are sent to the Executive Committee and Board the Committee will attach a solid timeline for all orders of business.
- Committee staff will research to see what future opportunities for the Board to market itself and provide opinions and input at the national level (look for opportunities through national associations' ex. National Association of Workforce Boards).

The meeting concluded at 2:00 pm