

Strategic Plan Committee Meeting
Monday, May 13, 2024
3:00 p.m.- 4:00 p.m.
MINUTES



<https://us02web.zoom.us/j/89928710862?pwd=YXN6bmJTY05ScmZhSGxuWUc2WmRwdz09>

I. Opening

a. Roll call

Attendance: VCWP team members: Shawn Batten and McKenzie Smith

- Make a note to reach out to Kaki Dimock and Lorne Seay to see if they are available to continue attending committee meetings.

II. Discussion

a. Review of discussion from the April meeting

- Build out some programming this summer with social media strategies.
- Issues of employers not knowing who we are and the services we provide to employers and employees

b. Discuss the tactics to promote connection with businesses to the workforce boards.

- Using a networking group to promote the workforce board to bring business owners out to connect with the community
- Topics to attract businesses to attend sharing with employers the services we provide to the community
- Having a panelist and a
-

c. What does communication look like for the workforce board?

- Newsletters sign up
-

d. Publicity of success stories and possibilities.

- Put together a work session to see what this event is going to outline
- Needs time to be promoted, thinking of mid-July
-

III. Adjournment

The meeting was adjourned at: 3:51 PM

James Tsikerdanos

John Jackson

Cheryl Kirby

Kaki Dimock

Lorne Seay

Don Shotwell

Steven Ray