Colorado
Workforce Development Council

BUSINESS OUTREACH AND MARKETING (BOAM) COMMITTEE MEETING

1313 Sherman St #521
Denver, CO

November 7, 2005
8:30am – 10:00am

Meeting Summary

In Attendance:
Members:
Tom Allee, Sue Carparelli, Mark Pingrey

Others:
Lew Wymisner (via phone)

Council Staff:
Booker T. Graves, Aron Diaz, Glenn Little, Steve Wright

Absent:
Gary Bien, Kelly Manning, Dan Pilcher, John Schafer, Les Watkins, Tom Flanagan

Meeting:

I. Welcome

Sue Carparelli, the Co-Chair, called the meeting to order

Sue announced the appointment of Tom Allee as the new Co-Chair, replacing the recently relocated Skip Paterson

There was a brief discussion on Referendum C and whether more funds would be available for Council activities; the Workforce Development Council receives federal funding through WIA, so Referendum C does not impact the Council

Sue recapped the agenda for the meeting:
- Recap Workforce Development Month
- Review the report for the next Workforce Development Council meeting

Discuss “next steps” for BOAM Committee

II. Workforce Development Month

Celina sent out an e-mail notice requesting information from each region on what activities took place in September.

There was discussion on what the tracking system is for Return on Investment (ROI); how many people obtained jobs from the September activities; Labor Market Information (LMI) tracks this on a quarterly basis.

Every region participated in Workforce Development Month activities. The number of In-Kind Sponsorships that Celina states in her report may be short; Aron will find the correct figure.

III. BOAM Committee Discussion

Collaboration is a strong point to highlight in the report to the Council. The Marketing Taskforce and the BOAM Committee need to be working closer together. What is the BOAM Committee’s relevancy and “value-added” now that the Marketing Taskforce is working? Collaboration has occurred due to the work of the Marketing Taskforce that has laid the groundwork for regionalism.

The leadership of the BOAM Committee should be more like a Board of Directors; as the membership of the Committee are volunteers, they can’t be expected to put as much time into activities as paid staff (members of the Marketing Taskforce).

The BOAM Committee has not utilized Celina effectively. A task for the future should be to use her for strategic planning and guidance.

The next phase for the Committee will be to have a strategic planning session. Then, take a look at the BOAM Committee in light of the Council’s larger strategic planning. The Committee needs to discuss strategies and tactics that need to take place, which will lead to tasks for the Taskforce. The next time that the Marketing Taskforce meets, if issues/needs arise, the BOAM Committee should be notified to incorporate this into their strategic plan.

The BOAM Committee needs a stronger voice at the Directors’ meetings. The strategic plan needs to be presented to the Directors; sharing strategy and tasks from the Taskforce. There needs to be buy-in and support for what the BOAM Committee wants to accomplish.

What should the overall vision of the Workforce System be to the general public? The way that the system is built and shaped is based on how it was originally structured. Local activities shouldn't be mandated, but their should be a common vision; one universal brand.

CIMS is closely related to the marketing initiative. The PR and Marketing Certification that the BOAM Committee wants to enact should be based on what is accomplished through the CPEx program.

The Governor and local governments should be on board and promoting workforce development activities. Economic Development, which is such a hot topic right now, is dependant on workforce development. There should be links from the workforce center sites to economic development sites.

The BOAM Committee should devise an incentive to expand internal staff training on marketing. The difficulty with this is that the regions aren't sure what message they want to put out. Messaging is separate from deploying tactics; the mechanism has been created, but the end product isn't clear. Marketing sometimes takes a back seat to other tasks.

IV. BOAM Committee Opportunities

Consider making a statement that the Committee has more of a strategic focus. There is currently more event sponsorship than cause-related marketing occurring, which was part of the marketing training that all of the regions participated in.

V. BOAM Committee Recommendations

Strategic planning.

Booker will work on getting more new member involvement. One or two Directors should be on the Committee. Booker will be more involved overall with the BOAM Committee.

Meeting dates should be selected by the next Council meeting; make them regular meetings. Have a combined BOAM Committee and Marketing Taskforce meeting at least once a year.

Review what other states are accomplishing.

Strategic Planning

Determine where in three or four target areas the BOAM Committee will fall.

Narrow the focus on how marketing and outreach can help focus areas of concentration.
Need to create tactics for the Marketing Taskforce.
Meetings next year should focus on what progress has been made on the set objectives.
Need to establish a timeline for planning.
The work that needs to occur is internal and strategic; then Celina can be brought back in to assist in implementation.

VI. Miscellaneous

The Taskforce has a grant that should be used for technical assistance.

The strategic planning will happen the first part of December.

Meeting adjourned at 10:00am.