



## Montgomery County Workforce Investment Board Communications & Outreach Committee Meeting

May 14, 2010  
2:00 p.m. – 3:00 p.m.

### SUMMARY

Board members in attendance: Elwood Gray, Deborah Murphy, Carmen Ortiz-Larsen, Harriet Shapiro

Staff: Barbara Kaufmann & Hugh Bailey

Staff briefed the committee on recent division activities including the

- Youth program RFP processes,
- Summer Youth Program, and
- WIB Strategic

The Communications & Outreach Committee has recently discussed the need for a Montgomery County Workforce Investment Board Communications Plan. Steve Cain, committee chair, developed an outline of what elements the communications plan may contain. The committee discussed a few items that eventually will go to the full board for discussion and consideration.

The communications plan discussion generated many questions. For example, who is the audience of communications from the WIB? The committee discussed potential targets as

- Businesses/employers
- Job seekers
- Public Officials
- Community partner
- Educational institutions, and
- Training providers

After much deliberation with minority dissent, most committee members felt that the business/employer community is the primary customer of the “WIB message.” The content of that message may include:

- information for businesses regarding advantages of collaborating with workforce system,
- labor market information highlighting high-growth industries, local companies hiring leaders, and
- facilitating high level CEOs in forums and focus groups continuously seeking ways to better serve them which in turn meets the needs of job-seekers.

The committee felt strongly to include information and resources for job-seekers interwoven in the message. This sentiment was the impetus for members asking whether there is a “WIB Message” separate from a “MontgomeryWorks Message?” While the committee did not reach consensus on this issue, surely the strategic planning will inform this work in the months to come.

The Awards Breakfast is on the horizon and the staff is gearing up for early implementation. A timeline accompanies this summary. New ideas for 2010 include increased employer engagement through:

- business sponsored awards, and
- inviting business leaders to participate on Award Selection Committee.

The staff is also revisiting award categories to encourage greater participation in nomination process. The committee is considering additional meeting opportunities in order to work closely with staff regarding the Awards Breakfast which is scheduled for Wednesday, October 27, 2010.

Next meeting: September 10, 2010