



Communications and Community Outreach

Committee Minutes

Wyoming Workforce Development Council
8/8/2024 11:00 AMMDT

Attendance

Present:

Members: Daniel Burau, Eric Trowbridge, Ron Wild

Guests: Yvonne Adekale, Ivy Castleberry, Tony Glover, Trevor Mansfield, Tricia Mansfield, Michael Moore, Erin Turbitt, Jennifer Wilch

Absent:

Members: Fred Baldwin, Phillip Cornella, Bria Hammock, Nicky Harper

I. Convene (Presenters: Danny Burau)

Meeting convened at 11:05am

II. Committee Roll Call (Presenters: Jennifer Wilch)

Jennifer Wilch called attendance and noted there is not a quorum.

III. July Minutes Review

Presenters: Danny Burau

Postpone approval of July minutes until next meeting.

IV. Talent Transition Update (Presenters: Jennifer Wilch, Yvonne Adekale, Erin Turbitt)

Jennifer Wilch informed the committee that the bid exception was accepted and there is a signed contract with Kalen Marketing Solutions. Kalen has demonstrated great success working on the Wyoming Innovation Partnership (WIP) project.

V. State Plan - Year 2 Goal - Invent an Image

Presenters: Jennifer Wilch

Jennifer Wilch informed the committee that identifying action steps are needed to implement goal #1; building awareness that the workforce system is more than just an unemployment system. This committee has completed strategies to support messaging around the Wyoming Workforce Development Council (WWDC), American Job Centers, and the Workforce Innovation Opportunity Act (WIOA). Jennifer outlined additional strategies needed to drive more effective relationships in the workforce centers, consideration of rebranding workforce centers, identify ways to support businesses and build WWDC member training. Committee Chairman Danny Burau encouraged committee members to actively engage local workforce centers and what is working at local centers.

VI. What would this committee like to accomplish?

Open Discussion took place regarding actions steps and goals the committee could work towards in the future. Committee Chairman Danny Burau supported finding ways to create a dynamic of facilitating communications being brought to the full council and examining the breadth of communication to the public on what Workforce Services has available to offer. WWDC Chairman Eric Trowbridge supported staffing the communications sub-committee and encouraging attendance. Discussion took place regarding pitch videos for new council members being onboarded from other WWDC members and to also engage and motivate the council about their roles. Additionally, creating tangible goals for individual council members in between quarterly meetings, focusing on in-ward communications and engaging quarterly meetings.

VII. Adjourn

The meeting adjourned at 11:52am.