



Communications and Community Outreach

Committee Minutes

Wyoming Workforce Development Council
10/10/2024 12:00 PMMDT

Attendance

Present:

Members: Daniel Burau, Eric "ET" Trowbridge

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

Absent:

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

I. Convene (Presenters: Danny Burau)

Meeting convened at 12:02 pm.

II. Committee Roll Call (Presenters: Jennifer Wilch)

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

III. July & Aug Minutes Review

Postpone approval of July and August minutes until next meeting.

IV. WWDC Website

Presenters: Jennifer Wilch, Erin Turbitt

Jennifer Wilch presented options to the committee regarding the Wyoming Workforce Development Council (WWDC) website. Adding a contract amendment and continuing to use Warehouse 21 or pursuing other options. Warehouse 21's contract expires at the end of January. Current options on the website are limited, costly, and often require a programmer. After committee discussion, the committee decided to temporarily add WWDC content to the Department of Workforce Services (DWS) website to remain in compliance. Then the committee or council can decide if they would like to pursue other vendors or stay with DWS.

V. Talent Transition Update

Presenters: Jennifer Wilch, Erin Turbitt

Jennifer Wilch provided the committee an update on the talent transition project underway with new contractor Kalen Marketing Solutions called "Forge your Future." Kalen has began booking employers and sites to produce content for the project.

VI. State Plan Strategies

Presenters: Jennifer Wilch

Jennifer Wilch provided updates and follow-up conversation with the committee to delegate action plans and strategy to continue work on the state plan strategic goals.

VII. Adjourn

Meeting adjourned at 12:52 pm.