



Communications and Community Outreach

Committee Minutes

Wyoming Workforce Development Council
2/13/2025 12:00 PM MST

Attendance

Present:

Members: Daniel Burau, Phillip Cornella, Bria Hammock, Eric "ET" Trowbridge, Ron Wild

Guests: Yvonne Adekale, Erin Turbitt, Kristy Tyrney, Jennifer Wilch

Absent:

Members: Nicky Harper

I. Convene (Presenters: Danny Burau)

Meeting convened at 12:01 pm.

II. Committee Roll Call (Presenters: Jennifer Wilch)

Jennifer Wilch called attendance and noted there is a quorum.

III. Dec Minutes Review (Presenters: Danny Burau)

Motion:

Approval of December Meeting Minutes

Motion moved by Eric "ET" Trowbridge and motion seconded by Ron Wild. Approval of December minutes passed.

IV. WWDC Website Update (Presenters: Jennifer Wilch, Yvonne Adekale, Erin Turbitt)

Committee members took a moment to look at the website, review links, and provide feedback.

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

Jennifer Wilch provided an update to committee members on the Forge Your Future talent transition project. The project will be marketed when there is a certain volume of videos in the library, approximately 10 to 15 per industry. A preview highlighting one of the videos was presented. Committee members provided valuable feedback regarding an outro to direct people to a place or a call for action.

VI. WWDC Re-Branding (Presenters: Jennifer Wilch)

Committee members discussed the conceptual ideas and strategy for rebranding the Workforce Development Council logo. The rebranding will help differentiate from other councils and convey how the WWDC works to support the workforce and industries. Further discussion took place about who will do the rebrand, who the stakeholders are, and what the process will look like. Tentative deadlines were set for announcement, surveying, and when the committee can vote and release the rebrand. Keeping in mind the state plan and strategic goals will also be helpful during the process.

VII. WWDC New Member Welcome Video (Presenters: Jennifer Wilch)

In March the Governor's office will appoint many new people to the council and two new people will be appointed to represent the legislature. Committee discussion took place on the format and release of the new member welcome video to help welcome new members in the present and future.

VIII. Adjourn

Meeting adjourned at 1:03 pm.