

MEETING MINUTES
LAKE COUNTY WORKFORCE DEVELOPMENT BOARD
Marketing Committee Meeting
Held via Teams conference on:
November 8, 2023 @ 10:00 AM

Committee Roll Call

Gretchen Skok-Disanto
Leslie Ryan, LCDJFS
Shawn Douglas, LCDJFS

Others in Attendance

Cory Vojack, LCWDB, Ex Director

Call to Order:

Committee Chair Gretchen Skok-Disanto called the meeting to order at 10:02AM.

Approval of Minutes:

Shawn Douglas moved for the approval of the minutes from the meeting of October 13, 2022; Gretchen Skok-DiSanto seconded the motion; all were in favor; motion carried.

Marketing:

Cory Vojack provided an update on the recent activities of the OhioMeansJobs Lake County team during the last program quarter. He highlighted that the Ohio Department of Job & Family Services is currently undergoing a comprehensive statewide rebranding initiative, which includes all departments, including the OhioMeansJobs centers. The team has received brand guidelines, and the examples presented will serve as the new branding logo for the Lake County OhioMeansJobs center.

Cory also discussed the ongoing efforts of the North Coast Careers podcast, created by the OhioMeansJobs Lake County team. The podcast is dedicated to providing valuable information on workforce issues, career services, and local job opportunities to the residents of Ohio's North Coast. Since its launch last year, the team has released 20 episodes, with the 21st episode featuring Zachery Ludi, the Veterans Program Manager at the Ohio Department of Job & Family Services, aligning with the promotion of Veteran Resources for Military Spouses and Families month.

Cory further detailed the renewed initiative for OMJ Lake County to promote workforce services through local radio stations, including Mix 97.1 FM and WKKY 104.7 FM. The team is actively

advertising training opportunities and job seeker services through 30-second commercials and weekly live spots to promote upcoming events and initiatives.

Lastly, Cory highlighted the billboard advertisements run by OhioMeansJobs Lake County on routes 2 & 20 from June 1st to August 31st, 2023. Three different ads were used, each with taglines such as "Searching for a New Career?" "Choosing a New Career Path?," and "New Career Ahead!" The goal of this campaign was to draw attention to the array of career development opportunities available.

Leslie Ryan mentioned the recent collaboration with Auburn Career Center in developing a partner position dedicated to placement, career development activities, and business services. Shawn Douglas also noted the continued growth of the OhioMeansJobs Lake County Facebook page, which now boasts over 5,000 followers. Successful campaigns on the page have led to increased enrollments in online programs like Coursera.

Cory also informed the committee that he successfully recruited LCWDB member Patrick Mohorcic to join the committee by request of the Marketing Committee, thus expanding the committee to include four active members.

Adjournment:

There being no further business, Shawn Douglas moved for adjournment at 10:32 AM. Gretchen Skok-DiSanto seconded the motion; all were in favor; motion carried.