

MEETING MINUTES
LAKE COUNTY WORKFORCE DEVELOPMENT BOARD
Marketing Committee Meeting
Held via Teams conference on:
April 10, 2024 @ 1:00 PM

Committee Roll Call

Gretchen Skok-Disanto
Leslie Ryan, LCDJFS
Shawn Douglas, LCDJFS
Patrick Mohorcic
Mark Goffinet

Others in Attendance

Cory Vojack, LCWDB, Ex Director

Call to Order:

Committee Chair Gretchen Skok-Disanto called the meeting to order at 1:01PM.

Approval of Minutes:

Mark Goffinet moved for the approval of the minutes from the meeting of November 8, 2023; Shawn Douglas 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 first quarter of the year (January to March). The OhioMeansJobs Lake County Facebook page saw significant growth in outreach and engagement, reaching over 84,000 individuals and garnering more than 6,700 interactions, demonstrating a remarkable expansion in online presence and engagement. These results underscore our commitment to effective community outreach and information dissemination.

Cory also highlighted various career-oriented events aimed at supporting individuals in their job search and professional development. Events included resume revision sessions, virtual reality career exploration, online application assistance, and specialized hiring events in sectors like transportation and mental health. Notable events included "New Year, New Career 2024! Resume Revision Day" and "Virtual Reality Headset Career Exploration Day," along with job fairs and hiring events in collaboration with organizations such as Lake Geauga Recovery Centers and the Ohio Department of Natural Resources.

Furthermore, Cory shared details about a new series of commercials focusing on the services offered at OhioMeansJobs Lake County, including walk-in services, career counseling, access to online resources, and support for job seekers. The commercials highlighted the availability of free services and emphasized our commitment to assisting individuals throughout their career development journey.

Additionally, Cory discussed billboard advertisements strategically placed near the Lake County Captains stadium to draw attention to career development opportunities.

Lastly, Cory mentioned upcoming "Meet a Career Development Specialist" sessions in collaboration with local public libraries, aiming to provide more accessible job seeker services throughout Lake County.

Adjournment:

There being no further business, Mark Goffinet moved for adjournment at 1:25 PM. Gretchen Skok-DiSanto seconded the motion; all were in favor; motion carried.